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CRM — *IS NOT* — ENOUGH

It's time to liberate your data.

By Peter Reinhardt, CEO and co-founder, Segment

There was a time, decades ago, when customer relationships were simple.

You'd walk into your local bank branch and the manager would not only know who you were, but they'd also know what was important to you *because that one person saw you every time and they wrote it down in their CRM*. The customer experience was thoughtful and personal.

Today, the world is vastly different. Many of our interactions are online, and the experience is usually terrible: your bank addresses you formally by your entire name ("Peter L. Reinhardt"), calls you the wrong name (Paul), and asks you to take an impersonal survey about your negative experience.

As the world shifts to more mobile devices and our toothbrushes start connecting to the internet, it's time to say what we've all been thinking: **building our businesses around CRM is no longer enough.**

CRMs were perfect for the Rolodex era. They are not equipped for today's digital age, where massive volumes of data flow directly from your websites, mobile apps, emails, kiosks, and call centers every single second of every day.

Companies need to use the *best* technology available for each of these channels. Instead, they are often locked in to the tools and capabilities (or lack thereof) which their CRM suites provide.

In the past two years, legacy CRM vendors have spent more than \$30 billion acquiring new applications and technologies to try to fix this problem. But these acquisitions won't change much.

The truth of the matter is that CRM suites are no longer the best way to deliver a great customer experience. A company's data gets lost and rots when it's imprisoned in the equivalent of a digital filing cabinet.

Your company's data should be free to be used across *every department* to exceed customer expectations, not just in sales and marketing.

Your company's data should be available in *your* preferred, best-in-class business applications, not just the ones that your CRM suite has chosen for you.

Introducing The Platform of Independents

The good news is there is a whole beautiful, new world outside your CRM suite.

As a group of independent software companies, we build our technology in the belief that a business should never be locked into a suite, its data never locked in silos, and never forced into a one-size-fits-all technology approach. Every company is unique, and so is every customer.

Companies should be able to use whichever application they need to be customer-first. They should be able to have an independent, flexible customer data infrastructure so they can match the reality of today's digital world.

Your data shouldn't be locked in a tower. It's time to break free of the data monopoly — so that you can build better products, respect customer privacy, and make smarter business decisions.

Use the technology that *you* need to be customer-first. It's time to liberate your data.



A DECLARATION — BY THE REPRESENTATIVES OF — THE PLATFORM OF INDEPENDENTS

We, as independent software companies, have built our products with the belief that a business should never be locked into a suite, never forced to have a one-size-fits-all technology approach, and its data should never be siloed.

As the representatives of the Platform of Independents, we have come together to formalize these ideals. Our software comes in all forms, but we are united by a set of underlying principles.

Together, we pledge to build:

- ♦ **A world of choice**, where businesses are free to build a technology stack with the tools that they need, not just the one their CRM suite has chosen for them.
- ♦ **A world of flexibility**, where data can be used across every department to exceed customer expectations, not just in sales and marketing.
- ♦ **A world of opportunity**, where every business can have the technology and ability to be customer-first.

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Peter Reinhardt, CEO & Co-founder



Brett Caine

Brett Caine, President & CEO



Justin Zhu

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Todd Olson

Todd Olson, CEO & Founder



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Nick Patrick

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David Cancel

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<i>Dan Makarov</i> CEO Bird Eats Bug	<i>Ruben Kluis</i> CEO Career Karma	<i>Naveen Jain</i> Founder & CEO Cirtru	<i>Hélaine Knapp</i> Founder & CEO CITYROW	<i>Darin Musiner</i> CEO & Co-founder Cloverleaf	<i>Anant Garg</i> Founder Cometchat	<i>Khalid Solomon</i> CEO Coview
<i>Lars Gornegaard</i> CEO & Co-founder Dreamdata.io	<i>Mark Lee</i> CEO & Co-founder Enroll Hero	<i>Jack Forbes</i> Co-Founder & CEO Faros	<i>Eric Silverman</i> CEO & Co-founder FeaturePeek	<i>Nikrum Nijjar</i> Co-founder & CEO Gold Fig Labs	<i>Phil Sprawls</i> Founder & CEO Hansel	<i>Valentin Klug</i> CEO & Co-founder Harvestr
<i>Nansen de Villiers</i> Chief Operations Officer HOLD	<i>Eugene Park</i> CEO Honeydue	<i>Gilad Rom</i> Founder Huan	<i>Albert Jui</i> CEO Hypercare	<i>Adamson dela Cruz</i> Founder & CTO IOT NINJA	<i>Maxime Germain</i> CEO Jour	<i>Lamine Zarad</i> CEO & Co-founder Joust
<i>Ahmet Soybelli</i> Co-founder Millimetric.ai	<i>Philip Thomas</i> Founder & CEO Moonlight	<i>Dan Biscaw</i> Co-founder & CEO Nami ML	<i>Jordan Musney</i> CEO Parabol	<i>Laura Pengescu</i> CTO Pathfinder Software	<i>Lindsey Allard</i> Co-Founder & CEO PlaybookUX	<i>Mark Stephan</i> VP of Product Product Hired
<i>David Regenmeyer</i> CEO & Co-founder Proof	<i>Mark D. Hamm</i> CEO & Co-founder ProofPort	<i>David Hsu</i> Founder & CEO Retool	<i>Andry Paule</i> CEO & Co-founder Sable	<i>Bertram Truong</i> Co-Founder & CTO Secoura	<i>Samuel Ahmed Khan</i> CEO & Co-founder Social Champ	<i>Patrick Lamy</i> CEO Span
<i>Melanie Feltay</i> CEO & Co-founder Spekit	<i>John Bravin</i> CEO SuperRare.io	<i>Kamil Rijent</i> CEO Survicate	<i>Nat Mainwright</i> Founder Uphabit	<i>Rohan Pavuluri</i> CEO Upsolve	<i>John da Maia</i> Co-founder & CEO Zecoda	<i>Zak Grove</i> Co-founder & CEO Zoro Card

See the full list of signatures and join the movement at CRMisnotenough.com
#CRMisNotEnough

