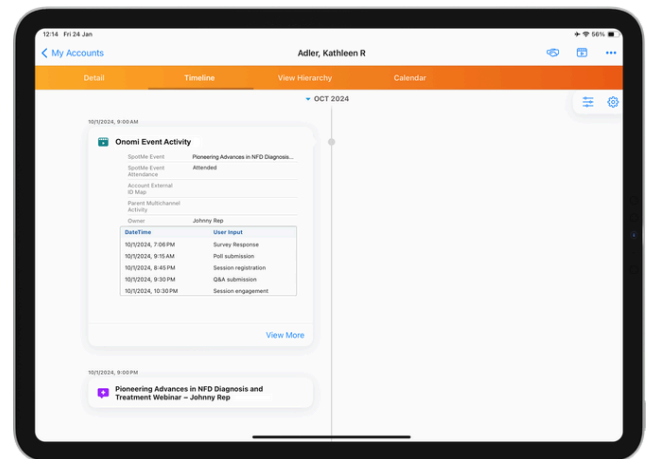


# Onomi Sync App for Vault CRM

Announced: 2025, Status: Early, Customers: 1-10

## Onomi Sync App for Vault CRM

makes event management simpler and more efficient. It is designed to work hand in hand with your Vault CRM, making it easier to manage event data. The app ensures that data moves effortlessly between Onomi and Vault CRM, with real-time updates that keep everything in sync.



## Key benefits

- Equip reps with event-derived HCP insights
- Create a positive experience at scale with timely and relevant HCP engagement
- Optimize event investments by enabling data-driven decisions

## Measurable impact

**31%**

Increase in HCP engagement

**23%**

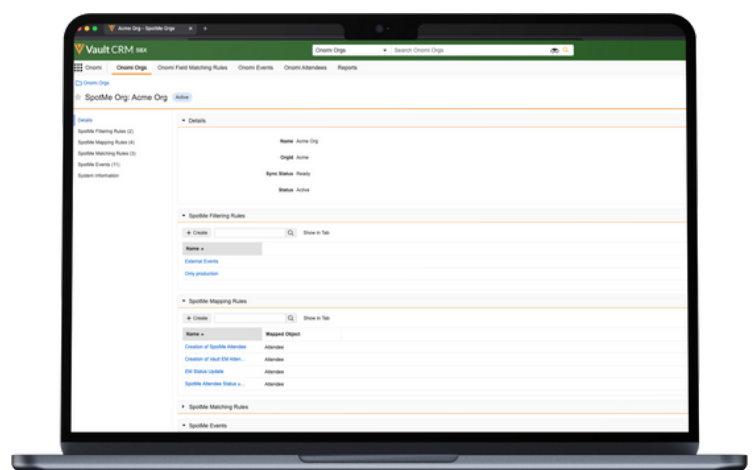
Uplift in CRM next best actions

**46%**

Enhanced CRM record matching

**57%**

Reduced implementation time



## Solution capabilities

### **Native, deep connector**

No need for specialized integration teams! Implementing the Onomi Sync App for Vault is a managed package that is easy to install and manage on your CRM.

### **Automatic event intake**

Set it up once and forget about it. The Onomi Sync App for Vault creates Onomi events from approved Vault CRM event records, ensuring consistent CRM updates with organization-level configurations. You can even configure filtering rules to decide exactly which Onomi events are synchronized with your CRM.

### **Efficient two-way synchronization**

Seamlessly synchronize registrant details and registration statuses between your CRM and Onomi. Run multiple promotional campaigns across various channels, including Vault CRM Approved Emails, marketing automation email blasts, and Onomi registration, with all activities automatically reconciled bi-directionally between Vault CRM and Onomi for flawless event management. Invite your attendees to Onomi events without leaving Vault CRM. Works with Vault CRM Events Management and Vault CRM Medical Events.

### **Enhanced reconciliation logic**

The Onomi Sync App for Vault offers robust matching capabilities, reconciling event attendees with CRM records across various objects: contacts, accounts, leads, or custom objects - using highly flexible rules. Tailor your matching criteria by chaining rules through multiple fields and objects, to ensure optimal attendee identification. This advanced approach minimizes unknown attendee data, maximizing HCP reconciliation accuracy.

### **Advanced object/field mapping and composability**

Allow your team to configure and map unlimited custom fields within the app, removing the need to contact Onomi for new ones. This adaptable setup can easily keep up with your changing business needs.

### **Composable data proxying**

Save relevant attendee engagement data as new objects or attributes. Define and customize which events and activities are crucial for your business, ensuring that only relevant data enhances your CRM. This targeted approach optimizes your Vault CRM storage and aligns with your specific operational goals, making your data and storage management smarter.

### **Extended and granular engagement data**

Capture detailed attendee engagement data across all event types, including in-person, to enhance your CRM records. Use the data to drive your omnichannel strategy and personalize next best actions.

### **Close to real-time**

Automatically sync event data to your CRM, giving your teams real-time insights for timely next best actions. Give your team what they need to efficiently engage HCPs.

### **Continuous investment**

This is not a one-off custom-built integration! Take advantage of evolving technology, minimize maintenance costs, and maximize the benefits of future product enhancements.