# Cvent Integration

**simpleview** + **cvent**

## OUR TEAMWORK = *A smoother RFP process for you*

You asked, and we listened. Simpleview and Cvent, the software-as-a-service company specializing in meetings management technology, worked together to deliver a much-requested integrated solution for Destination Marketing Organizations (DMOs), hotel properties and venues, and meeting planners.

We've streamlined the RFP process for DMOs, planners, and suppliers. More than 30 DMOs provided feedback on the beta integration to ensure this solution meets your needs.

The **Simpleview/ Cvent Integration** provides real-time sync capabilities that will allow the DMO to quickly bring Cvent RFPs into their CRM, as well as provide suppliers (hotels/venues) a single place to submit responses. This will significantly reduce the data entry requirements.

## New Capabilities ...

- Lead management from start to finish in your CRM

- Real-time view of new and updated RFPs

- Real-time, automatic, supplier new and updated response sync

- RFP pending queue, for review prior to lead creation

- Running timeline of all Cvent RFP and response updates

- Extranet RFP view instructs hotels to respond to leads in Cvent

- RFP view in Extranet for hotels, with Cvent responses synced to CRM and Extranet

## ... become New Efficiencies

- Real-time Cvent RFP and response data

- Reduced steps in industry's RFP workflow, saving time for DMOs, planners, and suppliers alike

# How the Integration works

**cvent** ▶ 

## Cvent distributes RFP
RFPs from Cvent's RFP distribution channel are collected and distributed to each selected DMO's CRM

## Review in CRM
DMO can review Cvent RFPs prior to lead creation and manage the lead within CRM.

**RFP** ↻

## Sync all Responses
Suppliers view Cvent RFPs within the DMO's Extranet. They respond in Cvent only, but their response sync to Simpleview CRM and Extranet.

## All Actions are Saved
All actions taken within Cvent, such as RFP responses, are stored as a timeline in the Simpleview CRM. Updates can be reviewed and approved within the Cvent tab.
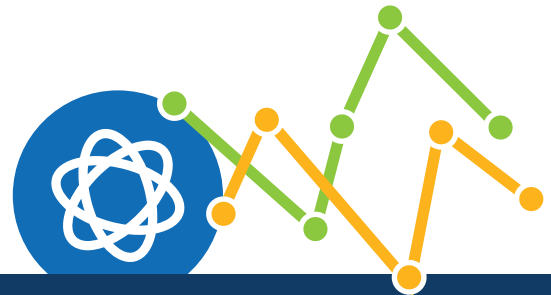
☑ *MeetingBroker suppliers will receive their MeetingBroker RFP notification via Cvent*

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**Q: CAN I STILL MANAGE MY LEAD OR IS IT LOCKED DOWN?**

**A: YES!**

You still manage your lead from start to finish. The Cvent integration allows you to see the updates to the RFP in Cvent and sync those to your system, if you choose.

**Q: WILL CVENT DATA OVERWRITE MY DATA?**

**A: IT'S UP TO YOU!**

Not unless you want it to. You control the approval of updates coming through Cvent.

**Q: CAN I SEE THE SUPPLIER RESPONSES?**

**A: YES!**

They'll even sync to your system so you don't have to request additional submissions from Suppliers.

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# Questions?

Contact **sales@simpleviewinc.com** or **520.575.1151**

OR

Schedule a Demo:
**SIMPLEVIEWINC.COM/CONTACT-US/SCHEDULE-A-DEMO**

**simpleview**