

# Key Solutions for a Successful AEC Technology Stack

Deciding on the right sales and marketing technology for your AEC firm can be overwhelming with so many solutions available today. To simplify the process, we've suggested a tech stack with components specifically selected to integrate seamlessly to empower AEC marketing and business development teams with the tools they need most.

[Read the complete whitepaper to learn more >](#)



Over 600 AEC and real estate firms use OpenAsset to manage their digital assets



35% of AEC firms use the Deltek Vision CRM module



Microsoft Dynamics is the choice for 4% of all CRM systems



Salesforce has 5x the market share of any other CRM on the planet



Over 12k enterprise websites run on Sitecore



25% of the world's websites run on WordPress



At least 45% of the world's websites use Google Analytics



Over 60% of Fortune 50 companies use the Adobe Marketing Cloud



## Digital Asset Management

A central repository for managing, organizing, retrieving, and using some of your firm's most valuable marketing and sales resources.



## Enterprise Resource Planning

A core system that delivers real-time information to manage and track financial, project and resource planning data.



## Customer Relationship Management

Provides a 360-degree view of the history of interactions you've had with your contacts—including conversations, emails and activity.



## Knowledge Management

Enable experts within the firm to transfer knowledge to others in a quick and efficient way.



## Content Management System

Non-technical users can easily publish and manage content to websites an more without the need for a developer.



## Marketing Automation

Helps pinpoint high potential leads from within your existing contact databases and automates targeted marketing programs.



## Analytics

Web analytics tools measure site traffic, page views, time spent on a page, and actions taken or clicks for your website.

Over 4,000 professional services firms around the world use Deltek Vision



2,100+ A/E firms use Deltek Ajera to grow their firms



Over 100k architects, engineers and environmental consultants use BST Global



80+ AEC firms leverage Synthesis to activate knowledge sharing within their firms



4,800+ companies use Act-On



Nearly 70k websites use HubSpot



# Putting Your Project-Centered Tech Stack in Place

When you assemble a system that works together seamlessly, you empower your marketing and sales teams to more efficiently illustrate the story of your firm's project expertise. Simplifying and improving the process of attracting, engaging, nurturing, and winning new business for your firm.