



OVERVIEW

Brand Summary

erxes



ABOUT ERXES

erxes Inc - is the second generation of tech entrepreneurs in Mongolia. With over 10 years of experience, we are proud to be a part of the pioneer movement, to bring forth our country on the global stage, to hold the great responsibility of shaping the composition of the economy of Mongolia.

As engineers from a country of untapped mineral wealth, our goal is to prove that Mongolia can do better than trying to dig its way out. We believe in the untapped brilliant minds of young people who can start leading the way in the IT Industry on a global scale.

It can be daunting to live in a world where everything is shifting, especially the way we communicate. With apps like Facebook, Twitter, Whatsapp, WeChat and Instagram,

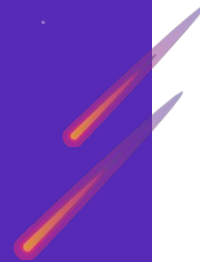
consumers are communicating daily and on the go, more than ever. This means that businesses need to keep up. But it doesn't have to be so hard.

erxes offers an all-in-one messaging platform for teams and individuals to take care of their customers, from leads, to engagement, and support. And the best part is that erxes is an Open (Source) platform.



WHAT OUR PRODUCT DOES - IN A NUTSHELL

Our software keeps track of all customer interactions so that sales, marketing and customer support departments can do a better job treating all customers like an old friend.





OUR BIGGEST ADVANTAGE

Flexible infrastructure:

just like Lego, you can customize it to fit your needs



WE WOULD LIKE TO BE KNOWN AS

The Wordpress of marketing technology



About the industry

It is one of the rapidly changing and growing industries where the most number of softwares are developed. But it is also:

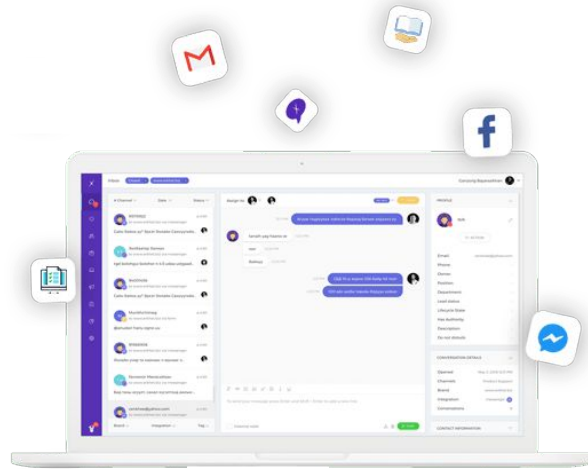
- **Overly complex**
- **Not accessible by all**
- **and with too many players**



Our Answer

The biggest problem we solve
for our customers.

Grow better and win big with one tool
focused on the entire customer experience.





OUR FEATURES

- Optimize your **multi-brand business** from a single account
- Convert your prospects into potential customers with **Email & SMS Marketing**
- Drive leads to a successful close with our Kanban-style boards in the **Sales Pipeline**
- Coordinate and manage all your customer interactions in the **Contact Management**
- Stay in sync with your customers and staff through **Team Inbox**
- Leverage growth marketing and scale your business with **Growth Hacking**
- Connect with your customers in continuous omnichannel with **Messenger** and many more



Awards & Achievements

Attended events and awards



OUR DREAM TESTIMONIAL

If we could have any testimonial on our site from **any business leader or company in the world** it would be:

“Look no more. This marketing technology company represents **the future** and is **far bigger than itself.**”



Seth Godin

Entrepreneur and Author of This is Marketing





OUR DREAM COVER STORY

If we were a cover story on any publication in the world, it would be:

“The martech industry has **a winner at last.**”

WIRED

Wired Magazine
Cover Story



Brand Attributes

	1	2	3	4	5	6	7	8	9	10	
Serious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fun
Technical	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Simple



Visual Assets

Download at erxes.io/branding





Guideline

erxes (pronounced 'erk-sis') means "heavenly bodies" in Mongolian. It is branded as “erxes” with all lowercase letters. There is no plural form. When using the word in the form of a possession, use a stand-alone apostrophe, i.e “erxes’ media kit”.

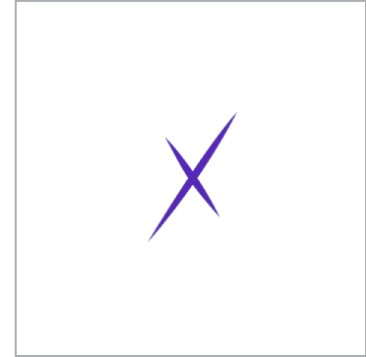


Logos

Logotypes



Glyph



Brand Colors

erxes Purple

#5629B6

#673FBD

#6569DF

erxes Neutral

#000000

#373737

#393C40

#888888

#AAAEB3

erxes Core

#0A1E41

#3B85F4

#63D2D6

#EA475D

#3CCC38

#FDA50D

