

# **Axiom Cemetery Management**

We're more than software designers with a nearly 30-year legacy of IT innovation. We're proven business and management strategists, working hand-in-hand with our clients to maximize their growth potential while minimizing the risks and frustrations that are part of the cemetery world. Systems, management and operations consulting is all part of our wheelhouse.



# **SOLUTIONS**

#### **Cemetery Operations**

- Record Management
- CRM
- Executive Dashboard

#### Mapping

#### Finance

- Accounting
- Budgeting & Planning

#### Visitor Experience

- Touchscreen kiosk
- Online Records Search



# Spend less time on cemetery operations and more time with your clients during their time of need.

#### **Executive Dashboard**

Get full visibility into your cemetery without fighting the complexities of compiling and interpreting various sources of raw data. With real-time, interactive dashboards customized to the critical management information you are looking for, you'll feel confident in your ability to make more informed and data-driven management decisions.



- See critical data relating to your account, contacts, and sales forecasting/reporting
- Track incident management, work orders, and customer communications
- Measure the results of your team's outbound call and email marketing, segment your customers, and perform detailed campaign analysis

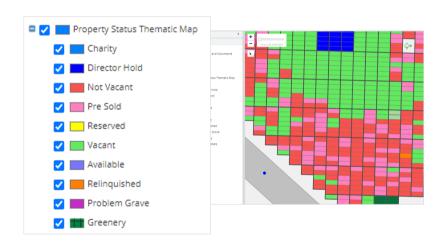
# **Cemetery Mapping**

Having an accurate and up-to-date representation of the available property space is of prime importance in sustaining your cemetery's revenue stream. Axiom's Cemetery Mapping features give you greater flexibility and mobility in making grounds grave/niche/crypt selections a seamless, hassle-free experience for your sales team and prospective families.

By integrating directly with your cemetery records system, Axiom gives you any time, unlimited access to the details of your available property — no redundancy, no delays, and complete accuracy.

- Using any GPS-intelligent mobile phone or tablet, your salespeople can instantly pull up walking or driving directions to their desired property location making the process of locating a site that much easier
- Not onsite? By utilizing Cem360
  integration, families can view 360-degree
  photography of the landscape
  surrounding prospective property
  locations (which is the next best thing to
  seeing the site in person)





By integrating directly with your sales and records data, Axiom
Cemetery Mapping makes it easy to create thematic maps based on any piece of records data or pull up the site status, deceased information, or owner details for every site in the cemetery in real-time.

# **Budgeting & Planning**

Produce accurate budgets (in a fraction of the time) without leaving the comfort of Excel. By leveraging Vena Solution's cloud-based framework, you can connect your Excel spreadsheets, templates, formulas, and planning models to a central database governed by a sophisticated workflow engine and business rules.



#### Touchscreen Kiosk

Provide helpful, customizable information to your cemetery visitors through strategically located information kiosks on the cemetery grounds.

With Axiom's Touchscreen Kiosk module, visitors can easily:

- Locate a deceased person using a search and list function
- Identify the exact burial/memorial location of a deceased person
- Zoom-in, zoom-out, and pan to aid in navigating the cemetery
- Print a map that identifies the exact burial/memorial location and surnames of the deceased in surrounding sites to aid in site identification
- Display cemetery policy/marketing documents
- Display cemetery Sites of Interest
- View the current day's funeral services
- Locate cemetery facilities
- And much more!





#### Online Records Search

In an age where families may be scattered all over the globe, Axiom's Online Records Search feature enables anyone to log in to your cemetery's website and search for family names, date of death, place of rest, and more.

Searchers can also access an easy-to-understand printable featuring:

- Map of the cemetery property
- Burial details
- Information regarding the surrounding sites
- The exact burial location and a portion of the surrounding area

# **Technology**

The AXIOM CMS Platform leverages Sage Alpowered financials, planning, analytics, and HR technology. The platform enables internal and external collaboration, API - based integration and interoperability, security, mobility, and decision support to help your organization maximize its efficiency. Synchronize your sales, marketing, and customer service activities across all points of contact. Improve your decision support quickly for the actionable advice you need to grow the business."



Al technology is becoming more and more present in today's society and has tremendous benefits for organizations. By leveraging industry-leading Sage platform, you can quickly analyze, manage, and synchronize sales, marketing, and customer service activities across all points of contact.

### Record Management

Because Axiom's robust Records Management functionality is integrated directly with your sales, operational, public access, mapping and accounting tools, it allows ondemand monitoring of all cemetery operations from one central hub.



Manage details, tasks, notifications, and more related to:

- Locations
- Ownership (Deed)
- Services
- Memorials
- Annual Care
- Perpetual Care
- Quotations
- Leads
- Opportunities
- Orders
- Work Orders

#### Request a Demo Today!





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