

Meritus USA Partners with Creatio to Revolutionize CRM and Business Automation with AI

The partnership brings no-code CRM and AI-driven solutions to empower businesses with unparalleled automation freedom and operational efficiency.

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We are thrilled to partner with Creatio to bring no-code and AI-driven CRM solutions to businesses, empowering them to innovate and excel."

William Zarbock

— December 11, 2024 – [Meritus USA](#) today announced its partnership with [Creatio](#), a global vendor of a no-code platform to automate workflows and CRM with a maximum degree of freedom. This partnership underscores Meritus USA's commitment to integrating cutting-edge AI technologies to drive digital transformation across industries.

"We are thrilled to partner with Creatio, a leader in no-code technology, to enhance our offerings and provide our

clients with unparalleled freedom and flexibility in automating their workflows," said William Zarbock, Founder of Meritus USA. "By combining Creatio's innovative platform with our expertise in CRM and AI, we are poised to deliver novel solutions that empower businesses to innovate and excel."

Creatio provides its customers with the freedom to own their automation. Delivered through a leading no-code platform, it integrates AI-native capabilities into a modern CRM, designed for a new era of business automation. Creatio enables businesses to digitize workflows, enhance customer and employee experiences, and improve the efficiency of commercial and operational teams. With the ultimate combination of AI and no-code, Creatio transforms sales, marketing, and customer service, providing unmatched agility, autonomy, and value. Recognized as a Leader and Strong Performer in multiple Gartner and Forrester reports, Creatio's products consistently receive glowing end-user reviews on peer-to-peer portals.

"Creatio is excited to partner with Meritus USA, a leader in combining CRM and AI expertise, to expand our no-code platform's reach," said Alex Donchuk, Senior Vice President, Global Channels at Creatio. "Our collaboration provides organizations with innovative tools that leverage CRM and AI strengths. The custom GPT developed by Meritus USA for the Creatio

community, offered as a free marketplace app, highlights our partnership's transformative potential, helping businesses adapt swiftly in today's fast-changing environment."

About Meritus USA

Meritus USA is a full-service CRM consultancy dedicated to transforming businesses through the seamless integration of AI and advanced CRM solutions. As a trusted Creatio partner, Meritus USA delivers no-code, AI-driven innovations that streamline workflows, elevate customer experiences, and enhance operational efficiency. Meritus USA offers expertise in AI integration, custom solutions, and strategic consulting to help businesses unlock insights and redefine their industries.

About Creatio

Creatio is a global vendor of a no-code platform to automate workflows and CRM with a maximum degree of freedom. Millions of workflows are launched on our platform daily in 100 countries by thousands of clients. Genuine care for our clients and partners is a defining part of Creatio's DNA. For more information, please visit www.creatio.com.

For more details, please visit www.MeritusUSA.com.

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