Scribe Insight

and the Scribe Adapter for SalesLogix

SCRIBE

SmarterCRM™ Components
- Scribe Insight
- Scribe Adapter for SalesLogix

Integrate all of your key data and processes:
- Customers
- Orders
- Quotes
- Products
- Leads

Migrate all of your key customer data:
- Accounts
- Contacts
- Opportunities
- Activities
- Notes
- Transaction History

Customer Satisfaction:

"Scribe gives our employees peace of mind. We know that having the information in one place allows for greater efficiency. People are not constantly chasing down information and are able to concentrate on helping the clients and generating more revenue for CGS."
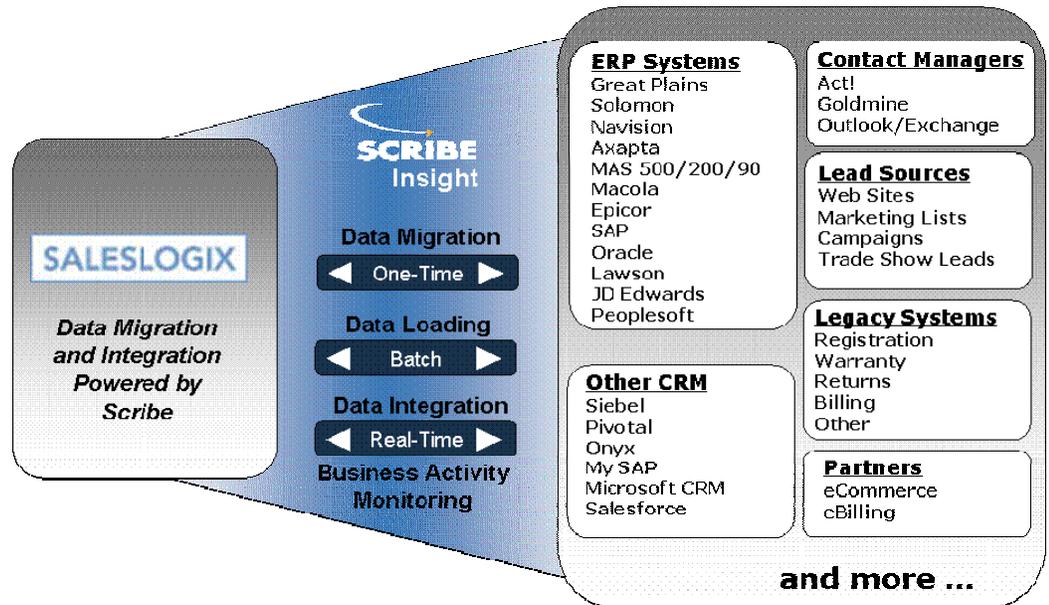
Patrick DiLullo - Manager of Enterprise Sales Technology – Conferon Global Services

SmarterCRM™ is a technological breakthrough that brings Scribe Insight together with the Scribe Adapter for SalesLogix, to allow the integration of your customer data into a business enterprise.

Scribe Insight is a powerful, yet easy to use, integration platform that enables mid-market companies to quickly deploy integration solutions and rapidly evolve them as the business needs and underlying technology dictate.

Scribe Adapter for SalesLogix combined with Scribe Insight technology platform enables you to interact with *SalesLogix* web services API through a graphical user interface, without having to write any code. Select the objects you wish to integrate with, and it's just point, click, and go.

SmarterCRM™

Scribe Insight...the data you need, from any system, in hours, not weeks or months.

Accelerate ROI on your CRM Investment with SmarterCRM™

By connecting *SalesLogix* into your existing application infrastructure, you can provide your sales and service teams with a complete profile of your customers…in essence making your CRM system "smarter".

Turn your *SalesLogix* implementation into a SmarterCRM™ solution and enable your teams to:

> ➢ More effectively follow-up on prospect and customer inquiries
> ➢ Improve sales conversion rates through more informed customer targeting
> ➢ Execute on effective up-sell and cross-sell campaigns based on product purchase history
> ➢ Proactively address customer issues before they escalate
> ➢ Have more informed and efficient interactions with customers.

With SmarterCRM™, your *SalesLogix* users will be empowered to sell more and service customers better; the result? ***More revenue and happier customers.***

Accelerate User Adoption

User adoption is the critical link to achieving strategic ROI in CRM. Deliver key customer information into Microsoft CRM that enables your salespeople to sell more (and make more money) and watch your user adoption rates soar.

Scribe Insight is not CRM…it makes your CRM smarter.

The Total Integration and Migration Platform for *SalesLogix*

Scribe is the only technology platform that provides all of the essential building blocks for rapidly integrating *SalesLogix* into your existing business application infrastructure without ever having to write a single line of code. Scribe's simple, straightforward graphical user interface enables your business and data analysts to design, build, and deploy data integration and migration solutions within hours. Scribe's innovative Insight product includes all of the capabilities to:
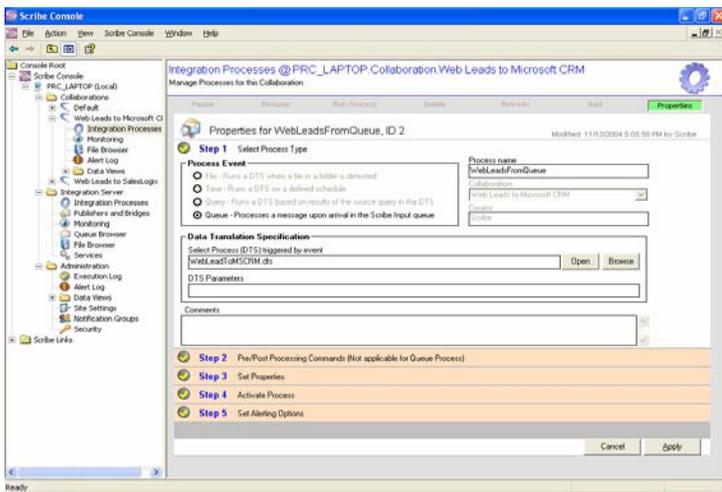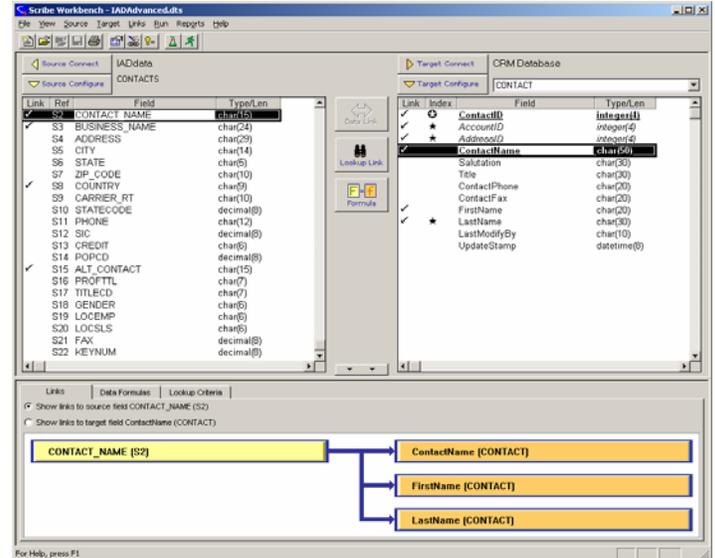
Connect — Includes "point and click" Adapters for leading ERP and CRM applications, databases, XML/Web services, message brokers, and files.

Configure — Supports business rules and data validation, data transformation, data standardization, key management, multi-object inserts/updates, de-duplication on all objects, complex object relationships, and more.

Automate — Supports event automation, error reporting and handling, integration activity monitoring, business activity monitoring

Adapt — Scribe Insight is self-documenting with all configurations defined as external metadata allowing for quick and painless modification as business needs change or systems are modified or upgraded.

The Workbench

The Workbench is a rich graphical environment used to create template files where you define the source and target connections, data cleansing rules, data mappings, transformation formulas, and data processing logic. Template files created by the Workbench are reusable, portable, and easily modified.

Features of the Workbench include:

- *Lookup Links* – *Define exact or "fuzzy" matching to de-dupe data using multiple fields with AND/OR logic.*
- *Formulas* – *Convert data using one or more of 150 functions for case conversion, field concatenation or decomposition, calculations, field parsing, field substitution and conditional conversion.*
- *Step Control* – *Automatically branch to different steps to update data, insert data, stop processing data, or set an error based on user defined conditions.*
- *Source configuration* – *Filter data to be processed based on changes or user defined criteria.*
- *Custom function creation* – *Create custom functions in the form of in-process ActiveX DLLs such as a VB, Java or C++DLL*

The Console

The Console is a Microsoft Management Console-based application that provides a user interface to create and control integration processes. The Console provides a single point of management for multiple integrations where users configure data processing automation, business activity monitoring and ongoing administration.

Integration Server

The Scribe Integration Server is a set of Windows Services built with a modular, multi-threaded architecture that allows for scaling of integration processes. The Integration Server triggers the execution of processes by detecting events, such as a scheduled time, file change, database change, or an XML message arriving in a message queue. The Integration Server also monitors for system errors and exceptions, as well as business-level events or conditions, and raises alerts and notifications through e-mail or pager.

Connect. Configure. Automate. Adapt.

The data you need … from any system … in hours, not weeks or months … get started today.

Scribe products have successfully assisted thousands of customers with their data integration and migration needs.

"Before Scribe our SalesLogix application was just a good SFA system. After Scribe, it was a comprehensive CRM solution!"
Marcy Paterson - *SalesLogix Administrator* **- Concord Communications, Inc.**

"The Scribe team was great… they provided solutions that focused on improving the bottom line. The functionality provided by Scribe should save us several million dollars over the course of a couple of years."
Mike Twohig, *Manager of New Business Systems*, **Clean Harbors**

"The sales teams are able to work so much more efficiently now, improving customer service and increasing sales effectiveness."
Roger Pack - *Application Developer* **- Tosoh America**

"It is phenomenal how a small company can now compete with very large companies. We couldn't do it without Scribe."
John Meyer - *Vice President and CIO* **- Funrise Toys**

"We see huge benefits from Scribe. Previously, we were required to enter data into two systems. We have experienced significant time savings and efficiencies because Scribe's solution eliminated the duplicate data entry. It is a very compelling solution."
Alan Kahn, *Managing Director*, **AKA**

"Scribe Insight for Salesforce.com provides an easy and fast method to migrate data from your legacy CRM system. The friendly user interface, data manipulation functions, and object id mapping simplify a once complex process. I would highly recommend Scribe Insight for Salesforce.com."
Brent Olson - *Consultant* **– Acetta**

"From lead exchange, to opportunity data, to forecasting, Scribe's solution lets us share the details automatically and spend more of our time on selling. In addition, Scribe allows us to focus on one company-wide CRM system. Leads are automatically fed into one system, where we used to manually enter leads into two systems, a situation where leads were always lost in transit. I'm very pleased that we implemented Scribe - I rely on it everyday."
Sherry Ott - *Customer Sales Manager* **- Tectura**

"Scribe gives our employees peace of mind. They know the information they need will be there."
David Peckinpaugh - Executive VP of Sales and Marketing - Conferon

Contact Us:
For more information on Scribe solutions for SalesLogix, please visit our website at www.scribesoft.com, email sales@scribesoft.com or call us at 603.622.5109 x2