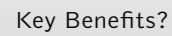




DATABASE MANAGER - PRODUCT BRIEF



Key Benefits?

- ✓ Optimised performance through native drivers
- ✓ Complex administration of database environment
- ✓ Continuous optimisation of data storage
- ✓ Reorganisation of physical data storage
- ✓ Separation of index (including Primary Key Index) and tables
- ✓ Maximum utilisation of hardware enables parallel disc access



Dialog Manager



ENABLING COST EFFECTIVE
AND FLEXIBLE DATABASE
ARCHITECTURE

Database Manager is part of the Dialog Manager CRM Suite, which is a unique multi-channel solution enabling you to attract, retain and grow customer relationships. The innovative technologies allow for business flexibility and speedy implementation that lets you stay ahead and constantly improve competitiveness while enabling rapid measurable return of your CRM investments.

Database Manager, DM SOFTWARE



ENABLING COST EFFECTIVE AND FLEXIBLE DATABASE ARCHITECTURE

GAIN FLEXIBILITY IN YOUR CRM STRATEGY

To implement CRM solutions is a learning experience. The solution you initially implement inevitably will be modified as business requirements change and end-users gain experience with the solution. However often organizations find themselves locked into inflexible data models that are prohibitively expensive or impossible to change. With Database Manager your data model is automatically adjusted when you make changes to the application enabling you to customize your CRM solution on the fly without having to worry about complicated updates to the underlying database. Database Manager gives you the flexibility to continuously improve your CRM solution cost effectively.

MAINTAIN INDEPENDENCE IN YOUR DATABASE CHOICES

As experience with CRM is gained the requirements to the underlying database can change dramatically and many organizations want to reduce their dependence on specific database brands. Yet, frequently they find their CRM applications tightly tied to the database making it expensive or unfeasible to migrate database. With its unique ability to generate, export and re-import Meta data descriptions of the database architecture Database Manager brings complete independence to your database strategy. If for example you find you need to move to a more scalable database platform from a different vendor you simply export your data model and merely re-import it into the new database where the physical schemas are automatically generated.

DRIVE DOWN MAINTENANCE COSTS

Modern relational database management systems comprise very complex technologies. Maintenance of databases requires a highly specialized and expensive skill set. With Database Manager you are able to drive down operational costs for database maintenance. Via Database Manager tools employees can do many of the tasks normally performed by expensive DBA resources, such as optimization, purge, backup and partitioning. In fact some of the most important maintenance tasks such as continuous performance monitoring and optimization are done automatically with no human intervention needed.

DRIVE MEASURABLE RETURN ON INVESTMENT

By driving down the need for expensive technical consultants and database administrators Database Manager will drive down the overall cost of ownership for your CRM solution as you no longer have to make adjustments to your data model when you customize and extend your CRM solution. Further with automatic optimization Database Manager will ensure optimal usage and dynamic partitioning of disk storage further reducing the cost of storage by minimizing the need for physical storage space.

ENABLE RAPID RESULTS AND SPEEDY IMPLEMENTATION

Implementing a CRM solution is an investment that must provide returns – the quicker the better. Database Manager is a component of the Dialog Manager CRM suite, which allows you unprecedented speed of implementation through its ex-

tensive prepackaged set of template business processes, advanced data model and unique data driven proto-typing tools. Additionally, Dialog Manager dramatically increases the end-user adoption rate through an intuitive simple yet powerful user interface. Through batch and real-time interfaces Dialog Manager is easily seamlessly integrated with existing systems and data sources enabling you to bring customer information together cross the entire organization and make it actionable in Dialog Manager. As a result, Dialog Manager offers the market's lowest total cost of ownership ensuring that you will see results in weeks, not months.