

DM SERVER - PRODUCT BRIEF

Key Benefits?

- ✓ Application event and data synchronization, including with Microsoft Outlook and Lotus Notes for real-time customer information at the touch points
- ✓ Automatic detection and recovery from interruption in production status of external systems and data sources for high resilience and non-stop operation
- ✓ Central single site password management with encryption and access logging for unquestionable information security
- ✓ Distributed remote system management with consolidated system and application event logging for proactive management
- ✓ Solution multi-tenancy with support for multiple instances on the same NT or Unix hardware platform for reduced infrastructure costs



Dialog Manager



ENTERPRISE STRENGTH SOLUTION  
YOU CAN RELY ON WHEN YOUR  
BUSINESS DEPENDS ON CRM

DM Server 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.

**DM Server**, DM SOFTWARE



## ENTERPRISE STRENGTH SOLUTIONS YOU CAN RELY ON WHEN YOUR BUSINESS DEPENDS ON CRM

### MEETING ENTERPRISE CLASS REQUIREMENTS

For large and small organizations alike CRM has become part of the enterprise central nervous system. As customer satisfaction and loyalty have become the most precious assets of today's economy organizations are increasingly demanding ever more of their CRM solution and infrastructure.

With Dialog Manager Server you elevate your CRM solution to true enterprise class and lets you rest assure that your customers always will receive a professional experience no matter how complex your business processes are or how large you need to scale your CRM solution.

### ENABLING MISSION CRITICAL CRM

Technology should never come between you and your customers. In fact most customers do not care about your CRM solution as long as their experience with your organization is positive. Dialog Manager Server lets you manage all the complexities of an enterprise class CRM solution behind the scenes with unprecedented scalability and reliability. By allowing for logical separation from peripheral systems and data sources automatic recovery is achieved should operation of external system be interrupted. Additionally with consolidated system and application level event logging you always have real-time insight to the operational status of the solution and with proactive system management alerts you are notified before critical events occur.

### SECURITY IN A DISTRIBUTED ENVIRONMENT

The breach of customer information privacy can quickly become a legal issue with dire financial and goodwill ramifications. As many organizations have discovered failure to protect customer information can lead to a public relations nightmare and irrecoverable broken customer trust.

With Dialog Manager Server you will, no matter how distributed your environment is, at all times retain unquestionable protection of valuable and sensitive customer information. Through a concept of centrally managed encrypted passwords all clients are forced to obtain authentication from a single location with full access logging for indisputable information security so customers can rest assured that their information never ends up in the wrong hands.

### KEEPING THE BUSINESS SYNCHRONIZED

Customer related business processes often extend across departmental boundaries and in many cases also beyond the enterprise to partners and suppliers. Today's CRM solution typically interact with many different external systems and data sources to form a unified view of the customer. Through an unmatched business event synchronization engine, Dialog Manager Server ensures that all customer information and all business processes are kept in sync across the enterprise so for example when the financial system flags a customer as in default or if a customer places an order on the E-Commerce web site the information automatically gets propagated into the CRM solution. Likewise for example when marketing launches a new campaign a business process can be triggered automatically to inform the call center and the sales department.

Dialog Manager Server enables you to sync up all customer touch points for unrivaled customer experiences.

### DRIVE MEASURABLE DRIVE ON INVESTMENT

Significant return on investment can be achieved by enabling real-time business through CRM. Real-time automatic business synchronization lets you reduce the overall operational costs via better resource allocation, for example empowering sales representatives with up to date financial information about customer defaulted credit can be avoided or by alerting the call center of a new marketing campaign they can staff accordingly and avoid increased call abandonment. Equally important you can dramatically reduce customer churn by arming all touch points with real-time information such as for example be enabling better customer service through real-time updated order information. Dialog Manager Server will drive lower costs as you improve customer loyalty and retention.

### ENABLE RAPID RESULTS AND SPEEDY IMPLEMENTATION

Implementing a CRM solution is an investment that must provide returns – the quicker the better. Dialog Manager Server is a component of the Dialog Manager CRM suite, which allows you unprecedented speed of implementation through its extensive prepackaged set of template business processes, advanced data model and unique data driven proto-typing tools. Additionally Dialog Manager dramatically increase 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.