

Key Benefits?

- ✓ Web based CRM with zero foot-print clients for low cost of ownership
- ✓ Protects investments in existing client/server infrastructure and skill sets
- ✓ Seamless integration of E-Commerce and CRM solutions for more consistent customer experiences
- ✓ Web based self-service for allowing customer manage their own profile information unassisted via the Internet in accordance with corporate security standards
- ✓ Extensive and well documented API for easy extension and customization as well as flexible support for internationalization with repository based translation



Dialog Manager



ENABLE WEB BASED CRM
WHILE PRESERVING INVESTMENTS
IN EXISTING INFRASTRUCTURE

Web Component 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 Web Access License , DM SOFTWARE

ENABLE WEB BASED CRM WHILE PRESERVING INVESTMENTS IN EXISTING INFRASTRUCTURE



NEXT GENERATION WEB BASED SOLUTION

With emergence of the Internet as a standard communication channel and media, businesses are increasingly discovering the benefits of thin client Web-based CRM solutions.

With Web Component Server you can deliver all Dialog Manager capabilities as a 100% Web-based solution, while still enabling disconnected users. Available as a zero footprint Web application as well as a mobile client, Web Component Server delivers flexible deployment configurations and minimal operational costs for deployed systems. Because all aspects of the application are stored centrally on the server, Web Component Server can allow quick modifications to reflect changing business processes and other customizations.

PRESERVE YOUR FREEDOM OF ARCHITECTURAL CHOICE

Web-based architecture presents yet another Information Technology choice that organizations more and more are finding complex to merge with existing infrastructure. Traditional web-based solutions often force architectural choices upon the business.

Web Component Server gives you the best of all worlds as you can preserve investments in your client server environment and IT department skills while you can gradually introduce next generation Web-based architecture. Irrespective if you are entirely moving to web-based architecture or choosing to move selective business functions Web Component Server allows you with the freedom and flexibility to execute your strategy without interrupting the productivity of your end-users and benefits of the Dialog Manager CRM solution.

INTEGRATE CRM WITH E-COMMERCE

Organizations are frequently struggling with the strategic dilemma of how to reconcile their CRM initiatives with an E-Commerce operation. As customers and prospects are increasingly turning to the web as a convenient channel for information and products it has become a business imperative to integrate customer information across CRM and E-Commerce. Web Component Servers enable you to seamlessly integrate the market leading CRM solution, Dialog Manager, with your E-Commerce operation and web-site. Share the same database for customer information and integrate business processes for a true Web-based multi-channel CRM solution. With Web Component Server you are empowered to increase customer satisfaction and drive incremental new business through enabling sales efforts to effectively migrate cross communication channels.

ACCESS LEADING EDGE DIALOG MANAGER FUNCTIONALITY

Through Web Component Server you are empowered with the leading edge functionality of Dialog Manager for a true Web-based unified multi-channel solution for managing selling, servicing and marketing.

Dialog Manager provides one-click access to all relevant customer information, from basic personal data, such as name, address, and phone number, to complete profiles, such as service history, previous purchases, campaign membership and personal preferences. Each person's record is linked to businesses, accounts, households, products, E-Commerce activity, and all other relevant information. Additionally get flexible support for internationa-

lization with repository-based translation enabling you to easily manage support for multiple translations and locales centrally.

Further through an extensively documented API you are able to easily extend the solution and as extensions are managed externally you preserve the benefits of the future Dialog Manager upgrade path while archiving a closer fit to unique business requirements.

DRIVE HIGH ROI WITH ZERO CLIENT FOOT-PRINT

IT organizations are discovering dramatically reduced deployment costs and reduced implementation times from centrally managed Web-based business applications.

The Web Component Server solution is entirely defined in metadata, which will drastically reduce implementation, and maintenance costs as well as enabling seamless future upgrades even for custom modifications. With traditional Web based solutions you often have to tear out existing systems and start all over, however Web Component Server lets you extend existing infrastructure. Web Component Server will allow you to generate even more return of investment on technology you already have invested in.

ENABLE RAPID RESULTS AND SPEEDY IMPLEMENTATION

Implementing a CRM solution is an investment that must provide returns – the quicker the better.

Web Component Server is an element 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 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.