



IMPORT MANAGER - PRODUCT BRIEF

Key Benefits?

- ✓ Integrated data mart via advanced Extraction-Transformation-Load (ETL) technology with 3-dimensional integration keys enabling a unified view of customers across all enterprise systems and data sources
- ✓ Graphical Integration-By-Example (IBE) user interface for unprecedented ease of use and error-free bi-directional data integration
- ✓ Sophisticated de-duplication and data-cleaning based on automatic pattern recognition as well as user defined rules for consistent customer information
- ✓ Graphical pre-import validation and full post-import audit trail for rapid data load cycles and trace ability
- ✓ Pre-defined integration templates for leading Financial, ERP, E-Commerce systems and external data providers enabling lower implementation costs



Dialog Manager

BRING TOGETHER
ENTERPRISE DATA FOR
CONSOLIDATED SINGLE
CUSTOMER VIEW

Import 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.

Import Manager, DM SOFTWARE



BRING TOGETHER ENTERPRISE DATA FOR A CONSOLIDATED SINGLE CUSTOMER VIEW

ENABLING BI-DIRECTIONAL ENTERPRISE INTEGRATION

As customer business processes transcend organizational boundaries so does customer information. Information about customers often is spread widely across many different enterprise systems and data sources.

With Import Manager you are able to bring all relevant customer information together. Distilling a single global view of all customers in an integrated data mart to empower all customer touch points of your CRM solution with superior customer intelligence allowing you to better serve your existing customers and market to new one with crosshair precision.

UNIFY CUSTOMER INFORMATION

Creating a single view of all customers is no simple matter. Organizations are almost always finding that customer information from different systems is stored in widely different formats and quality.

Import Manager lets you leverage sophisticated Extraction-Transformation-Load (ETL) technology to bring together a unified view of customer information by transforming data into a common virtual data model.

Pre-packaged bi-directional integration templates to most leading Financial, ERP, E-Commerce systems and external data providers let you jump-start your integration efforts.

Integration-By-Example (IBE) enables business users to easily define and execute bi-directional data integration and through an intuitive graphical user interface validate data mapping and transformation rules before deployment.

Import Manager empowers you CRM solution with a consolidated enterprise wide view of customer information.

GET MEANINGFUL INFORMATION WITH DATA HYGIENE

Data only becomes useful information when it is accurate and meaningful. Customer information from different enterprise systems, whether it is order history, billing, demographic or product availability data, often originates from completely different data models with very different definitions of the individual data elements.

Import Manager allows you to reconcile data from different sources into one coherent picture. For example Import Manager will automatically or through rules split up a customer address that in one system is stored in two fields if imported into a system using three fields.

With Import Manager you can easily set up transformation and de-duplication rules as well as exclusion and replacement filters using any number of predefined or temporary keys.

A CRM solution based on meaningful information is a requirement for timely and relevant customer interaction.

DRIVE MEASURABLE RETURN ON INVESTMENT

With optimal quality and accuracy of customer information throughout your CRM solution you are able to drive higher levels of precision and targeting into your customer interaction.

As Marketing Campaigns can be better targeted you are able to improve on response rates and save on marketing budgets. Integrated customer information enables superior management analysis and reporting based on information previously scattered across the enterprise for greater business agility. Additionally with correct customer information at all stages in your business processes you are able to shorten business cycles and save significant operational costs while always projecting professionalism at all touch points for increased customer loyalty.

ENABLE RAPID RESULTS AND SPEEDY IMPLEMENTATION

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

Import Manager 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 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.