

Replication Manager is part of the Dialog Manager suite, which is a unique multi-channel solution enabling you to attract, retain and grow customer relationships across traditional sale-, service- and marketing boundaries.

**Replication Manager**, DIALOG MANAGER



## MOBILE AND GLOBAL CRM

### DESCRIPTION

With Replication Manager you can utilize Dialog Manager locally off-line with the relevant data, work and update data, and then synchronize.

#### **Combine replication technology with full data integrity**

Many companies face a significant need for a distributed, mobile work environment. An environment where user locally and off-line uses and maintains customer information - that are later synchronized with the consolidated database.

In order to establish a distributed database environment it is necessary to use a set of replication tools, which is often delivered with - or purchased to - the selected database platform - IBM DB2, Oracle, Sybase, MS SQL. The replication tools all efficiently replicate. However, the downside is that they are static, hard to configure and requires extensive knowledge about the physical database model both in relation to establishing replication and in relation to continuous application maintenance.

In this way, a "simple" table expansion with two new fields and a calculation can cause significant production disruptions and can only be carried out by specialists within database platform specific replication technology. Replication Manager encapsulates all this and in this way reduces TCO (Total Cost of Ownership) to an absolute minimum.

#### **Graphical "outliner" ensures overview and full control**

From the very beginning, Dialog Manager was designed with advanced data integrity logic and control, and through this the application can efficiently support distributed environments. In a graphical "outliner" it is possible to specify and configure the separate local databases without using expensive replication specialists. In addition, Replication Manager is subsequently utilized to maintain and monitor the total distributed environment.

#### **"What you need is what you get"**

In Replication Manager you have from the central full control of which contacts are replicated to which remote databases. The individual remote database is attached to an Activity in Dialog Manager, which completely automatically via QBE searches and dynamic collection manipulation selects the contact collection that will be replicated. The activities can be name individually following subjects such as "My Customers", "Key Accounts > 5 Mill", etc.

#### **Dynamic data collection**

The contact collection is dynamic, and, as an example, when a customer changes status the result may be that it is removed from one remote database - and added to another.

#### **Automatic roll-out of application changes**

All MetaData is replicated to the remote database, which means for example, that design changes on the consolidated database, new screens, QBE searches or user rights adjustments via Security Manager are automatically installed on all remote databases, when synchronization is carried out.

### KEY BENEFITS

- ✓ Individual dynamically maintained contact collection to every offline database
- ✓ Configuration is encapsulated and optimized to an extent that TCO is reduced to an absolute minimum
- ✓ Security and relevance for data on remote databases is optimized via subset replication, where contact subscription automatically and dynamically selects the relevant data
- ✓ Offline database connection possible via the Internet (HTTP, HTTPS) and VPN
- ✓ Connection security is optimized via support for double firewall with DMZ
- ✓ Two-way data replication via intelligent, rule based management of data "replication rights" (data integrity)
- ✓ Offline database has full support for response handling and consolidation
- ✓ With Replication Manager mobility are avoided all trivial paper flows, fax forms and double registrations
- ✓ Advanced data integrity logic and control ensures efficient support of distributed environments

#### **Additional Requirements for offline Clients:**

Replication Database Client

Each CAL licence that is configured for offline use, must have an additional licence for the local Database. This licence entitles the use DialogManager locally and offline.

See **FUNCTIONALITY** on back side



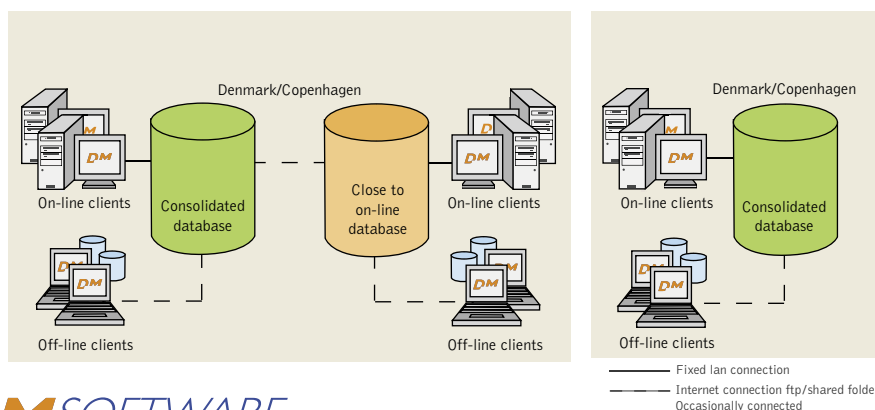
- ✓ Extended Enterprise Edition      **Replication Manager**, DIALOG MANAGER
- ✓ Enterprise Edition
- ✓ Professional Edition
- ✓ Small Business Edition

## FUNCTIONALITY

The following functionality is included in Replication Manager:

- ◆ Minimized TCO (Total Cost of Ownership)
- ◆ Genuine SQL database centrally and remote
- ◆ Publication/subscription strategy
- ◆ "Close to On-line" replication between department offices
- ◆ Avoid "Single-Point of Failure"
- ◆ Load balancing
- ◆ Fully automatic roll-out of design changes to the CRM application
- ◆ Two-way synchronization
- ◆ No restrictions for creating and changing data on all clients
- ◆ Standard Internet connection sufficient for synchronization
- ◆ Support for consolidations
- ◆ Support for large number of remote databases
- ◆ Standard protocols for data transport (Direct TCP/IP, HTTP, HTTPS)
- ◆ Support for double firewall with DMZ
- ◆ Campaign Manager generates response card access
- ◆ Business critical information for all
- ◆ Avoid trivial paper flows, fax forms and double registrations
- ◆ Automatic replication of screen design, rights policy, activities and QBE searches
- ◆ Specification of contact collection via dynamic manipulation
- ◆ Automatic system upgrade without administrator or IT resource requirements
- ◆ Central administration

## REPLICATION MANAGER CONFIGURATION EXAMPLE



## CHECKLIST

- ✓ Protocols:
  - TCP/IP
  - HTTP
  - HTTPS
- ✓ Two-way synchronization
- ✓ DMZ (double firewall)
- ✓ VPN
- ✓ Web Server
- ✓ Replication of:
  - Data
  - Screen design
  - Upgrade
- ✓ Consolidation
- ✓ Data subset replication
- ✓ Load balancing
- ✓ Graphical "outliner"
- ✓ Central administration