




Key Benefits?

- ✓ High performance enterprise class data and application replication across a distributed information technology architecture for support of a distributed business model
- ✓ Intuitive graphical design tool for configuration and maintenance by non-technical resources for reduced total cost of ownership
- ✓ Support for TCPIP, HTTP, HTTPS protocols with optimal use of certificates that are available from several companies, including Entrust Technologies and Verisign
- ✓ Unique publication and subscription concept to drive the right information to the right employees in a timely manner
- ✓ Manage multiple different data models and user interface implementations to support distributed multinational deployments



Dialog Manager



DISTRIBUTED INFORMATION
TECHNOLOGY
ARCHITECTURE FOR CRM

Replication 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.

Replication Manager, DM SOFTWARE



DISTRIBUTED INFORMATION TECHNOLOGY ARCHITECTURE FOR CRM

ENABLE CENTRAL MANAGEMENT OF CRM FOR DISTRIBUTED ENTERPRISE

Organizationally the real-time virtual enterprise is quickly becoming a reality. However, many organizations find it challenging to catch up with technology to support this new business reality and often find that infrastructure costs is increasing dramatically as a result.

With Replication Manager you are empowered to centrally manage and support a complex, globally distributed organizational structure with a distributed CRM solution. With its tight integration to Dialog Manager and an intuitive graphical configuration tool you can ensure seamless and selective replication of data, application and system updates for a perfect fit to the way you need to run your business in order to enable the distributed real-time enterprise.

MAKE DISTRIBUTING UPDATES AS EASY AS SENDING AN E-MAIL

Ultimately, empowering employees is about easy access to the right information and tools at the right time. The key is to do it cost effectively with remote regional branch offices, road warriors and business partners as part of the organizational environment. Replication Manager uniquely leverages your existing network infrastructure to – via a publication and subscription mechanism – enable users to receive selective updates to any aspect of their CRM data or application. For example, a sales representative might choose only to get updates to his key accounts while a marketing user might get a complete update of the entire customer database.

DEPLOYMENT PROBLEMS EVAPORATE

Over time, CRM applications can become victims of their own success; feature sets grow to satisfy an expanding user base. With Replication Manager new Custom-Business Logic or system upgrades are automatically replicated across the entire enterprise – all managed at the consolidated Dialog manager site.

KEEP YOUR DISTRIBUTED INFORMATION SAFE

The need for a distributed CRM solution typically introduces the issue of information security and systems availability. As organizations distribute customer data and applications it becomes even more critical to ensure that mission critical CRM systems stay operational and secure. With its integrated support for TCP/IP, HTTP, HTTPS protocols with optical use of certificates that are available from several companies, including Entrust Technologies and VeriSign, you are ensured information security of the highest standards.

DRIVE MEASURABLE RETURN ON INVESTMENT

By enabling complex database and application replication standard protocols no technical skills are required to operate Replication Manager and you will be able to reduce your dependence on expensive technical consultants all in all leading to a lower total cost of ownership. Additionally, through management of distributed customizations to your CRM application you will dramatically increase end-user adoption and improve regional utilization of CRM, which will ensure that you maximize your return on investment as data

quality is improved and customer relationships are managed consistently enterprise wide.

ENABLE RAPID RESULTS AND SPEEDY IMPLEMENTATION

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

REPLICATION MANAGER CONFIGURATIONS EXAMPLES

— Permanent lan connection
 - - - Internet connection ftp/shared folder
 Occasionally connected

