

SECURITY MANAGER - PRODUCT BRIEF

Key Benefits?

- ✓ Hierarchical profile based application security for optimal flexibility and ease of system administration
- ✓ Multi-dimensional security properties including read, write, erase and create for highly granular end-user access enabling personalized user interfaces based on user profile
- ✓ Access rights, responsibilities and ownership can be assigned by individual user, user-group, department, branch or other organizational associations for ease of administration
- ✓ Responsibility for data maintenance can be assigned to ensure the customer information is always kept up to date
- ✓ Automatic assignment of security rights during batch data import for seamless enterprise data integration and reduced implementation costs



Dialog Manager



MAINTAIN INDISPUTABLE
CUSTOMER CONFIDENCE
WITH ENTERPRISE-WIDE
SECURITY POLICIES

Security 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.

Security Manager, DM SOFTWARE



MAINTAIN INDISPUTABLE CUSTOMER CONFIDENCE WITH ENTERPRISE-WIDE SECURITY POLICIES

SECURING ENTERPRISE CUSTOMER KNOWLEDGE

Safekeeping of valuable customer information is a key issue for most organizations. However many are finding it increasingly difficult to implement sufficient information security without disrupting end-user productivity and without creating excessive administrative burdens. With Security Manager you are able to easily define and maintain highly granular customer information security policies while maintaining overall usability of your CRM solution.

ESTABLISH EASY-TO-MAINTAIN SECURITY POLICIES

The power of CRM is in many ways to enable distributed customer information. However the dilemma is often to at the same time secure information from ending in the wrong hands. Security Manager lets you easily grant access rights to end-users and administrators. Through an intuitive user interface rights can be assigned individually, based on group membership or by organizational association. Individual database fields or entire application modules can be made invisible or appear as read-only information. Additionally any reports take individual user rights into account to only include information the user is entitled to view. Security Manager lets you easily centralize information access management throughout your CRM solution without creating unnecessary administrative overhead.

SHARE INFORMATION WITHOUT LOSING ACCOUNTABILITY

Distributed information can be a challenge from a data ownership point of view. Granting access to information is by no means the same as delegating responsibility for maintaining the data accuracy. This is why Security Manager lets you assign end-user rights as well as responsibilities. Through this unique multi-dimensional security property setting you are able to make customer information available to groups of users while specifying who is accountable for keeping the information up to date. Complete field level audit trail with full rollback capability ensures definitive track record of information updates. Security settings can either be assigned manually or automatically during batch import. With Security Manager you are not only able to restrict information access but also able to define guidelines for information maintenance.

DRIVE MEASURABLE RETURN ON INVESTMENT

To manage customer information security is to actively manage liabilities in case security is breached. By enabling you to establish rigorous information security you are able to eliminate the risk of financial and goodwill losses associated with customer information ending up in the wrong hands. Additionally as you are able to clearly and easily define responsibilities for data maintenance you will significantly reduce the operational costs associated with data management. Security Manager enables you to maintain unquestioned customer trust while you reduce your overall cost of ownership of your CRM solution.

ENABLE RAPID RESULTS AND SPEEDY IMPLEMENTATION

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