

SQL Script 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.

**SQL Script Manager**, DIALOG MANAGER

## SHORTCUT TO EXTENDING SQL PROCESSES



### DESCRIPTION

SQL Script Manager provides super users with access to native SQL commands.

#### Pre-/post qualification and update

SQL scripts are executed in association with Dialog Manager activities. Such an activity is an "object container" that sequentially executes a number of Dialog Manager objects such as queries, lists, imports, exports, etc. For each object the returned result can be subjected to collective manipulation. SQL scripts can generate a preliminary data collection and at the end disqualify unwanted contacts.

Example:

1. (Pre-qualification): Find all contacts where average Q1 and Q2 turnover is > 1,000,000.
2. (Advanced Query): Add contacts which have received an invitation via email.
3. (Post-qualification): Remove all contacts where the 3 middle NACE characters are "654".

Apart from collection manipulation, SQL Script Manager is used for SQL based updates both against the internal database as well as external databases.

#### Prototype environment

For SQL Script Manager is developed an SQL editor. This editor eliminates the need for further third party products for development and testing of SQL commands. The editor uses the same database connection as Dialog Manager, which makes further configuration unnecessary.

#### Security

It is not necessary to create special database users - not even to distribute confidential passwords within the organization or to external consultants. The reason is that the editor uses the same database connection as Dialog Manager.

#### Administrative database tasks

Dialog Manager's Database Manager is an extremely efficient tool to maintain and continuously optimize database performance. In particular, significant performance improvements are possible with Oracle and DB2 databases. In connection to this, SQL Script Manager is closely integrated allowing maintenance tasks such as maintenance of triggers and stored procedures, statistics, load and unload to be carried out automatically.

#### Error tolerant execution of SQL-Scripts

Execution of SQL scripts is encapsulated in an exclusive thread (multi-tasking), which eliminates production interruptions on, for instance, the DM Server. In case an SQL command fails it is possible to checkmark whether the entire SQL script must be interrupted - and thereby initiate a rollback on SQL commands ahead - or just let the SQL script continue.

### KEY BENEFITS

- ✓ Close integration with Dialog Manager objects, such as expansion with dynamically calculated search criteria
- ✓ Interface to external data sources via embedded database drivers for Oracle, DB2, MSSQL, Sybase and ODBC
- ✓ Prototype environment/editor for testing and development eliminates the need for external SQL script development tools
- ✓ Event logging for monitoring of completed SQL
- ✓ Close integration with Batch Manager, such as scheduling of SQL script executions
- ✓ Close integration with Database Manager, such as advanced support of database tasks
- ✓ Close integration with Power Script Manager
- ✓ Integrated with external reporting tools
- ✓ Full support for platform specific SQL commands
- ✓ Pre/post qualification and update of data subset generated via Dialog Manager's "Advanced Query"
- ✓ SQL based database manipulation in both internal database as well as external databases
- ✓ Full support for Dialog Manager "Parameters" opens up for dynamic SQL
- ✓ Secure encapsulation of database access eliminates the need for distribution of confidential database server passwords

See **FUNCTIONALITY** on back side



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

## FUNCTIONALITY

The following functionality is included in SQL Script Manager:

- ◆ Encapsulates database access for maximum security
- ◆ Close integration with Dialog Manager objects, such as expansions with dynamically calculated search criteria
- ◆ Prototype environment/editor for testing and development
- ◆ Event logging
- ◆ Close integration with Batch Manager, such as scheduling of SQL script executions
- ◆ Close integration with Database Manager, such as advanced support for database tasks
- ◆ Close integration with Power Script Manager
- ◆ Integrated with external reporting tools
- ◆ Full support for native SQL commands for specific database platform
- ◆ Pre/post qualification of data foundation
- ◆ Access to SQL scripts in the following program areas:
  - Import objects
  - Activities
  - DMAPI

## CHECKLIST

- ✓ Encapsulated parameter controlled database access
- ✓ DB2
- ✓ Oracle
- ✓ MSSQL
- ✓ Sybase
- ✓ MS Access
- ✓ MS Excel
- ✓ Standard ODBC
- ✓ Embedded database driver
- ✓ Parameter control
- ✓ Dynamic WHERE conditions
- ✓ Platform specific SQL syntax support
- ✓ Prototyping and performance profiling
- ✓ Embedded error handling
- ✓ PowerScript support (DMAPI)
- ✓ DM objects