

Key Benefits?

- ✓ Unlimited access to customer information in the underlying database for improved return on investment of your CRM solution
- ✓ Execution of advanced SQL queries, for example pre- and post qualification of results in the same query, without the need for specialized technical resources
- ✓ Built in SQL editor for execution and testing of queries with modifications needed on the database for rapid query development
- ✓ Leverage of inherent security of Dialog Manager for secure and reliable data access
- ✓ Integration with Database Manager for compliance with native SQL dialects of all major RDBMS for freedom in database strategy



Dialog Manager

EASY ACCESS TO **ADVANCED**  
**DATABASE QUERIES**

SQL Script 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.

**SQL Script Manager**, DM SOFTWARE



## EASY ACCESS TO ADVANCED DATABASE QUERIES

### UNLEASH YOUR CUSTOMER INFORMATION

In order to benefit from good customer information it must be accessible. Far too often organizations are finding that they have excellent information about their customers locked away in closed proprietary systems. The only way to get at it is with an army of technical consultants.

Even though Dialog Manager offers unique and extensive search capabilities including the distinctive Dynamic Query-By-Example function, SQL Script Manager allows you to create advanced queries to get at any element of information to truly unleash your customer information in order to ensure optimal return on your CRM investments.

### MAKE DIGGING FOR INFORMATION A JOY

Modern relational databases are very powerful even though they demand highly specialized technical skills to operate. When having to execute advanced database queries organizations find they have to deploy expensive database administrators often making it prohibitive to access important customer information.

With SQL Script Manager you are able to easily enable the most complex SQL queries, for example advanced segmentation criteria that involve both post- and pre-qualification of the results.

As SQL Script Manager is encapsulated in a separate thread continuous operation of Dialog Manager is ensured with full rollback capabilities if an error should occur during script execution. Further, you are able to store SQL Script queries and make them available from within Dialog Manager as predefined searches.

### OPEN YOUR DATA ARCHITECTURE WITHOUT LOSING CONTROL

Public concern over customer privacy issues has never been higher. As many organizations have learned, it can be costly, both in monetary terms and customer goodwill, if sensitive customer information is leaked and trust is breached.

SQL Manager ensures that while you, on one hand, open up your data base architecture you stay in firm control, on the other hand, and by using the same database connection as Dialog Manager you do not have to create additional users on the database and no additional passwords need to be distributed.

### DRIVE MEASURABLE RETURN ON INVESTMENT

By allowing uninhibited access to customer information from within your CRM solution you are able to leverage your CRM solution to gain deeper knowledge of your customers and business processes which drives an even better return on investment on your CRM solution. When customizing your customer data model you would traditionally require expensive specialized technical resources to get at all aspects of your data. With SQL Script Manager you are able to access your customer information in a much more cost effective manner that will drive down the total 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. SQL Script 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 and 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.