

do IT differently!

HD SaaS® | Scribe™ Integration

Integration Challenges

In the past, customers and partners have been forced to compromise with two inadequate approaches to their front-to-back office integration needs: **custom solutions**, which were built from scratch, hard-coded, and offer limited upgrading opportunities, or **off-the-shelf products**, which, despite offering compelling “out of the box” functionality, were expensive to modify and implement.

Over the past 14 years and across thousands of customers, Scribe™ has developed an approach to integration that solves the seemingly unsolvable dilemma posed by front office and back office integration: how to deliver a **highly functional, real-time integration** that can be **quickly customized** to meet the needs of each and every customer. To improve affordability and user experience even further, this integration product is now offered as an IT service.

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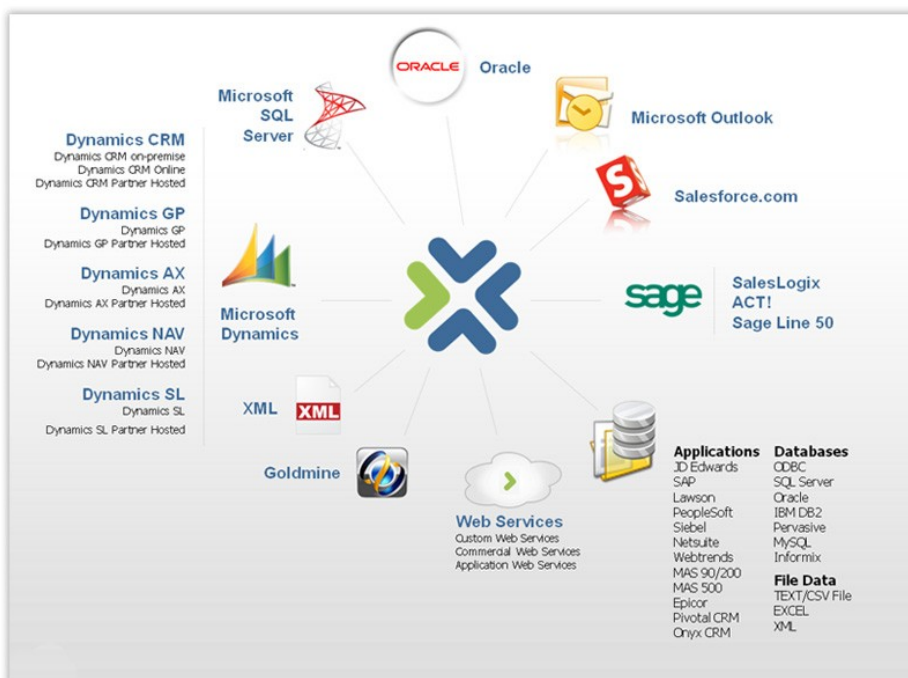
HD SaaS | Scribe Integration is the answer to those not willing to settle for less. This IT service showcases Scribe—the powerful business data integration software, now available from HD SaaS—the innovative SaaS solution delivery platform. In the HD SaaS model customers subscribe to software applications and outsource back-end infrastructure, foregoing the risks and costs of running internal IT departments.

Scribe is designed with one overarching objective: provide low cost, highly functional integration solutions that meet the unique needs of each customer, now and in the future, and that can be deployed within hours or days, not weeks or months. Scribe’s integration solutions for CRM and ERP are available for both hosted (SaaS) applications and on-premise applications. Because Scribe is a flexible solution requiring configuration, not programming, it is easy to implement and modify as business processes inevitably change. HD SaaS allows customers to choose only the necessary components and focus on business rather than technological integration processes.

Integration to a number of endpoints

Scribe recognizes that no two customers’ integration requirements are the same—even if they are integrating between the same packaged business applications.

Scribe has thousands of customer implementations integrating the following applications and endpoints:



HD SaaS

The HD SaaS brand represents a portfolio of Software as a Service IT solutions available from the SaaS solution delivery platform offered by HORTUS Digital and based on Microsoft technologies.

With HD SaaS you get:

- / subscriptions to software applications
- / system maintenance outsourcing
- / over-the-Internet software delivery
- / very short set-up times
- / pay-per-use
- / modular functionality
- / flexible use
- / unparallel integration opportunities

Scribe use scenarios

Data migration to and from:

- / contact management systems
- / business management systems
- / CRM systems
- / custom or legacy systems

Data integration:

- / automatic data exchange
- / customer data synchronization
- / potential lead data loading

Data cleansing, loading and enhancing to:

- / load purchased marketing lists
- / search for and eliminate duplicates
- / enhance and validate customer data

Business activity monitoring:

- / follow key customer activity
- / monitor data integrity
- / improve CRM data quality
- / automated error notifications

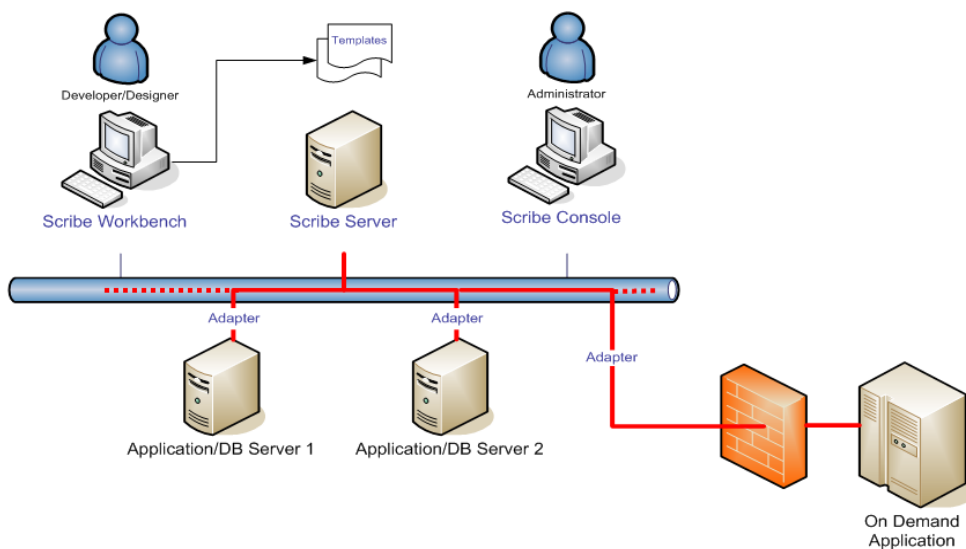
Contact us at
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Scribe™

The Scribe product family is comprised of Scribe™, Scribe™ Adapters and Scribe™ Templates. Scribe is the core technology product that allows for data mapping and data management, which includes the Scribe Workbench and the Scribe Console, and thus forms the basis for Scribe's migration and integration solutions. It enables customers to quickly and seamlessly integrate their mission critical applications with other applications and data stores in the enterprise. Utilizing a unique and open template model, Scribe allows the quick and efficient configuration of any data integration or migration to meet their specific needs, all without having to write a single line of code.

Extensible Integration Deployments



The Value of Data Integration

- ✓ **Customer insight and integration** – empower employees with customer data at the point of interaction
- ✓ **Organizational alignment** – foster tighter relationships between departments
- ✓ **Higher ROI** – reduce inefficiency and cost, increase customer satisfaction and retention
- ✓ **Quality data** – benefit from data enhancement with duplicate control
- ✓ **Business activity monitoring** – enjoy data integrity, monitor key customer activity, send automatic notifications to employees
- ✓ **Outstanding usability** – avoid programming and empower your business people to work with Scribe
- ✓ **Valued partnership** – available and affordable for companies big and small. Contact us for a competitive integration offer!

Solution Advantages

Adaptability out of the box

Scribe's unique template model provides "out of the box" functionality, built over its industry leading integration tool.

Painless upgrades

With Scribe's component architecture, when you upgrade to a newer version of Microsoft Dynamics® NAV or Microsoft Dynamics® CRM, you upgrade to a new version of the Scribe Adapter for the upgraded application, and your existing templates continue to function with little or no disruption.

Phased rollout

This component architecture also enables customers to implement the template in phases or pick and choose the elements of the solution that they require. This modularity enables customers to implement the template "right-sized" to their exact needs.

Partner competence

Since Scribe products represent the general integration tool for hundreds of Microsoft Dynamics and other solution partners, there is no shortage of resources to help customers customize the template for their business.

How to buy

HD SaaS services are available to customers through our valued HD SaaS Partners' network.

HD SaaS Partner

HD SaaS offers innovative, secure solutions worldwide, brought to customer by partners with local knowledge and implementation expertise. Contact us for information on partners in your area!

Your current partner

Refer your current business application implementation partner to the HD SaaS Partnership program and obtain HD SaaS solutions from a familiar business partner!



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