

Microsoft Dynamics CRM Partner Solutions

Getting the Most Out of Your Microsoft Dynamics CRM Implementation

Since its market debut in January 2003, Microsoft Dynamics CRM software, especially popular among the SMB crowd, has amassed more than a million users.

In this month's special supplement, Birst makes its case for sales dashboards as a way for sales managers to better manage their pipelines and forecasts.

Scribe Insight makes the integration of business applications with CRM systems much less costly and onerous for your IT department, as it doesn't require coding. Take a look at testimonials from real people at real companies who have experienced success with this integration tool.

As always, this section is also available online at www.destinationCRM.com/BestPractices.

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CHART YOUR COURSE

Sales dashboards get you there faster

Scribe Software

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SCRIBE INSIGHT:

The CRM Integration Tool of Choice for 10,000+ Organizations

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Scribe Insight: The CRM Integration Tool of Choice for 10,000+ Organizations

Scribe Insight is the perfect tool to integrate any CRM system to other business applications and data sources in your organization. Whether you are running Microsoft Dynamics CRM, Salesforce, Saleslogix or another CRM system Scribe Insight allows you to create complex integrations without coding. Scribe Insight is:

- **Configurable** integrations without coding
- **Flexible** to address unique and complex requirements
- **Adaptable** as business processes change
- **Scalable** for mid-market and enterprise organizations
- **Affordable** in providing enterprise level capabilities at low total cost of ownership

THE SCRIBE DIFFERENCE

What makes Scribe different from other integration solutions? Here are just a few of the differences that set Scribe apart:

- **The Scribe Partner Channel:** There are currently over 2,000 Scribe certified consultants working at over 800 Scribe partner organizations worldwide.
- **Scribe's Deep Application Adapters:** The depth and application-specific capabilities of our adapters make Scribe easy and cost-effective to deploy and modify with no coding required.
- **Enterprise Proven:** Scribe Insight includes queue-based processing, support for failover/disaster recovery, multi-processor support and many other features that you might not expect from an affordable integration product
- **Innovative, On Demand training resources:** Scribe's vBook (virtual book) training combines the intimacy of instructor led training with the flexibility of the web. Learn as Scribe's trainers educate you 'in person' while giving you the ability to search for content and repeat material as much and as often as you wish.

SCRIBE USERS SPEAK OUT...

"When talking about integration mapping the source application to the target application is only one piece of the puzzle. A successful integration strategy has several other components including being failsafe to systems going down, queuing mechanisms, retry and proactive alerting mechanisms, ease of configuration for changing

business needs and a centralized management console. Scribe incorporates all of the above and more into a very elegant, straight forward, well thought out and cost effective package."

Nahi Simon, Strategic Consulting Practice Lead, Senti Inc., www.senti.com

"Scribe insight is THE proven integration choice that makes Dynamics CRM, Dynamics GP, Dynamics NAV and virtually any other database/application appear as one."

Ray Beste, Partner, Sikich, www.sikich.com

"Customer relationship management (CRM) projects are not complete until data has been migrated from legacy systems and accounting data is made available to sales, marketing and service users across the organization. I've worked with a number of data migration and integration solutions – none provide the broad range of adapters, depth of functionality and stability that I've experienced with Scribe Insight."

Bill Kaik, CRM Consultant for Salesforce.com and Microsoft Dynamics CRM, C5 Insight, www.c5insight.com

"Scribe Insight is an integral tool for any Microsoft Dynamics CRM deal we sell with integration needs. Its adaptability and scalability are big contributing factors in making many good Dynamics CRM implementations into fantastic ones. Our Scribe clients quickly find it to be a mission critical application that significantly furthers their data efficiency."

Hollie Cox, Vice President of Consulting, First Tech Direct, www.firsttechdirect.com

"Scribe enables us to deliver robust migrations and integrations in a fraction of the cost to our clients"

Ross Lotharius, Director, Avande Federal Services, www.avande.com

"We have been using Scribe Insight for several years and in many successful CRM projects. Insight makes complex migration and integration scenarios easy to implement. Our customers appreciate that Scribe Insight is a no-coding solution that can be easily maintained by their internal IT departments."

Martin Bübl, Team Lead Dynamics CRM, eCONNEX AG, www.econnex.de

"Scribe Insight enables me to integrate a wide variety of business applications and data sources. As a Microsoft Dynamics CRM partner we need an integration solution that makes our Dynamics CRM customers successful and does not require significant maintenance. Scribe Insight is our tool of choice."

Remon Bostra, Technical Application Consultant, CRM Partners, www.crmpartners.nl

"Scribe Insight is a key ingredient in all our CRM projects. From data migration to integration with numerous endpoints, Scribe Insight provides an easy to use interface for linking systems together."

Brett Meyer, President, Burnham Nationwide, Inc., www.burnhamnationwide.com

Learn more about Scribe Insight by downloading the Scribe Insight Technical Overview at www.scribesoft.com/crm

WHAT NEXT?

Visit www.scribesoft.com/crm to take one of the following actions:

- Test drive Scribe Insight with a free 30-day trial
- View 4-minute or 15-minute product overview videos
- Visit the Success section of the web site to view our extensive library of customer success stories and project success snapshots by grouped integration endpoint, industry and business problem solved
- Visit the Partners section of the web site to find a Scribe partner in your area. Scribe has over 800 certified partners worldwide employing over 2,000 Scribe certified consultants
- Contact Scribe sales at sales@scribesoft.com