

Call in the experts

Many of our customers love that SmartConnect is so easy to use, but want help getting started with their projects or are working with really tight deadlines. We have built a team of SmartConnect Gurus who are ready to assist you. Whether you want help with design, install, configuration or to go beyond with development activity. Many of our customers are so excited about the possibilities available with SmartConnect they invite us in to run their projects for them.



You would never start to pull apart your home plumbing without training or consulting your plumber before you start. So please make sure you are trained on SmartConnect before you start pulling your data apart and reassembling it in another software application. Join our online training or attend a classroom session – which goes a long way to ensuring your integration project is a total success!

No penny pinching

SmartConnect is one single price for all connectors and functionality. Once you buy it, there is no limitation to what you can connect and how often you can do it.

	SmartConnect	Integration Manager	Microsoft Connector	Scribe
Destinations				
Integrates data to Microsoft Dynamics GP	✓	✓	?	✓
Integrates data to Microsoft Dynamics CRM	✓	✗	?	✓
Integrates to Salesforce.com	✓	✗	✗	✓
Integrates to GP eXtender	✓	✗	✗	✗
Integrates between Microsoft CRM and GP	✓	✗	✓	✓
Integrates to Goldmine, AX and SalesLogix	✗	✗	✗	✓
Exports to XML	✓	✗	✗	?
Exports to CSV	✓	✗	✗	?
Exports to Excel	✓	✗	✗	?
Build Custom Nodes Without Code	✓	✗	✗	✗
Datasources				
Real Time UI GP Data Sources	✓	✗	✗	?
Real Time UI CRM Data Sources	✓	✗	✗	?
Change Data Source for GP	✓	✗	✓	✓
Change Integration for CRM	✓	✗	✓	✓
Change Integration for Sales Force	✓	✗	✗	✓
Change Integration for SQL	✓	✗	✗	✓
Bulk Import for GP	✓	✓	?	✓
Bulk Data Import for CRM	✓	✗	?	✓
Bulk Data Import for Salesforce.com	✓	✗	✗	✓
Use SmartList as a Data Source	✓	✗	✗	✗
Use Extender as a Data Source	✓	✗	✗	✗
XML as a Data Source	✓	✗	✗	?
Functions				
Apply Data Restrictions	✓	✓	✓	✓
Create Calculated Fields	✓	✓	✓	✓
Can be Configured Without a Developer	✓	-	?	?
Entity Look Ups	✓	-	✗	?
Import into Multiple GP Databases	✓	✗	✗	?
Translation Tables	✓	✓	✗	✓
SQL Look Ups (Without Scripting)	✓	✗	✗	✗
Edit and Reprocess Errors	✓	✓	✗	✗
Message Queue Not Required	✓	✓	✓	✗
Email Workflow	✓	✗	✗	✓
Can be Called from a Web Service	✓	✗	✗	?
Priced Under \$5000	✓	✗	✓	✗
No Extra Cost for Connectors	✓	-	-	✗

SmartConnect for ISV's and Developers

- If you need to integrate your product with any of SmartConnect's supported destinations then do not reinvent the wheel, build the 'out of the box' integration with SmartConnect. This means that you and your customers are never stuck with a hard coded integration – but a completely configurable integration between your product and any other.
- Ask eOne about special OEM pricing to allow you to wrap SmartConnect inside your solution and massively expand the breadth of the solution you are offering.
- Custom developers can also leverage all the power of SmartConnect by simply calling the eOne web service. Have the specific product expert do the hard work by building the map and you call the web service from your code.

SmartConnect

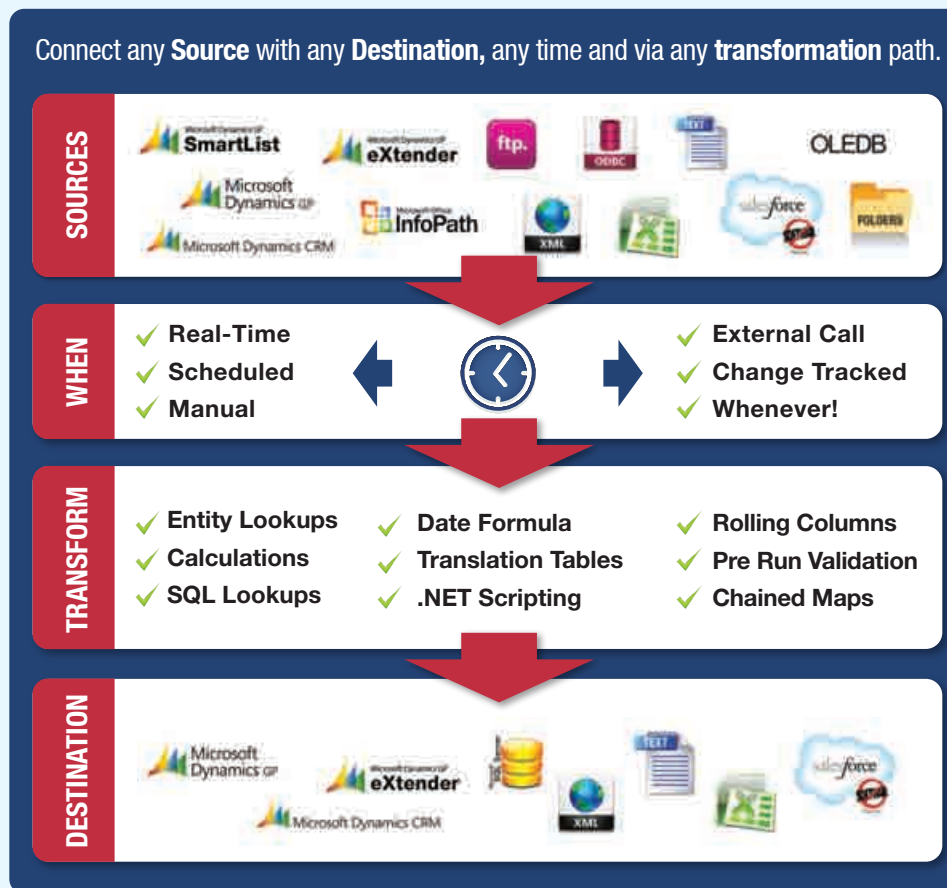


Microsoft Dynamics GP Microsoft Dynamics CRM Salesforce.com

Integration and Automation



Create any type of record, any time you want, from any source of data without writing a single line of code.



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Easy import: SmartConnect is the easiest way to integrate data into your business applications. The simple drag and drop interface means that you do not need an IT degree to import data into GP, CRM, Salesforce.com or any other system that accepts SQL or XML updates.

Easy export: Complete the integration loop by using SmartConnect to export data as well as import data. Schedule the generation of export files for use with SmartConnect or any other integration tool. Turn any data, from anywhere into a formatted XML file, text file or Excel file.

Connecting GP and your CRM: A CRM is only useful if it is connected to your ERP system – as existing customers are your most important asset. A full set of ready to deploy templates means you can have Dynamics GP talking both ways to Dynamics CRM or Salesforce.com within a day. The only system that provides true real-time, two-way, multi-entity integrations without writing a single line of code or creating complex middle ware databases. Full support for custom entities and attributes without additional configuration together with a full .NET scripting environment to cater for the most complex integration needs. SmartConnect works with all CRM deployments including hosted, self hosted, internet facing and CRM Online.

Automation: Never perform repetitive tasks again. Point SmartConnect at your existing data and based upon your unique business rules, have SmartConnect perform the next step in the process for you. Trigger the next map to run real-time, based on SmartLists, Navigation Lists, CRM lists or on summary data at month end. Teach your ERP and CRM to do repetitive tasks and eliminate inefficient practices.

Capture data at the source: Capture data from any source application including Excel, InfoPath, Extender, custom web pages, ODBC, OLEDB, XML, XSD, GP query, CRM query, Salesforce query, SmartList or network folders.

Developer friendly: Developers and third party applications can call the SmartConnect web service from anywhere, meaning all your business applications can integrate seamlessly.

SmartConnect is an amazing tool that allows us to deliver high end integration solutions to our customers without higher end development costs. Its flexibility allows for customers to quickly create and modify integrations in a very simple to use interface. SmartConnect allows our customers to implement a much broader range of solutions because of its efficiencies in both design and processing. We create integrations in 10% of the time and they run in 10% of the time.

Chris McCarthy
Chief Software Officer, T3 Information Systems



“SmartConnect allowed us to eliminate a number of slow legacy tools and move to a single solution for all our integrations. When it comes to saving money, automating processes and improving efficiency, having SmartConnect is like having two extra people on our team.”

Angus Geddes
CEO, Mint Financial

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Smart Integration – without writing code

Integrations made easy

SmartConnect is the integration solution that makes building and managing all your integrations easy. At eOne we believe that in order to integrate and automate your systems you should not need to employ a computer programmer. SmartConnect takes the 'coding' out of the integration process.



The only tool you'll need

SmartConnect is the only integration tool you will need. Whether you want to enter journals or opportunities into Excel templates, import bank files, move data between multiple systems, integrate your CRM with Dynamics GP or import data from your website – SmartConnect has it covered.

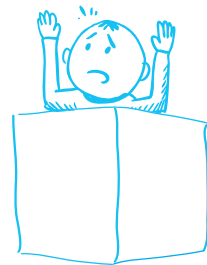
- * Integration to Microsoft Dynamics GP
- * Integration to Microsoft Dynamics GP Extender
- * Integration to Microsoft Dynamics CRM
- * Integration to Salesforce.com
- * Integration to any Microsoft SQL Table
- * Integration to Custom Development
- * Export to Excel
- * Export to XML
- * Export to Text

Don't fit in a box?

Managing the data for a business is complex and if your company does not fit within the traditional box, then SmartConnect is the answer.

A clever business needs to do more than just move one piece of data to another place. Use SmartConnect to summarize your monthly sales from GP, determine changes in sales patterns, and create an activity in CRM for your Sales Manager to call those customers who are growing.

You have the ability to transform your data on the fly with calculated fields, custom data sources pre and post map scripting tasks and free form scripting when required.



Read data from anywhere

SmartConnect can read data from anywhere. Gone are the days of exporting a file and formatting it before importing.

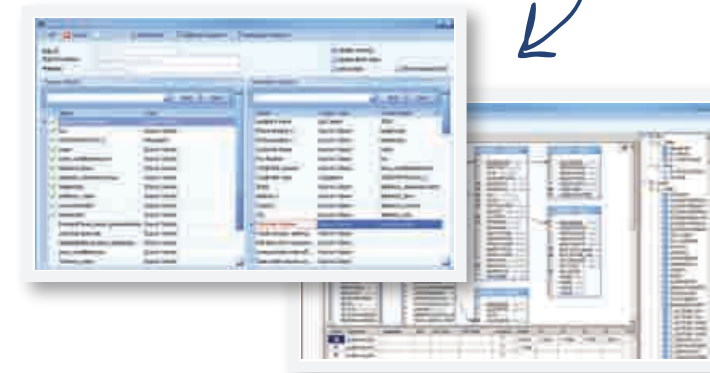
Have SmartConnect go straight to the source to get the data you really need without human intervention. SmartConnect will read data from:

✓ Dynamics CRM	✓ Text File	✓ Excel
✓ Dynamics GP	✓ ODBC	✓ XML
✓ Salesforce.com	✓ Extender	✓ SmartList
✓ OLEDB	✓ Network Folders	✓ InfoPath

Go the next step with SmartConnect

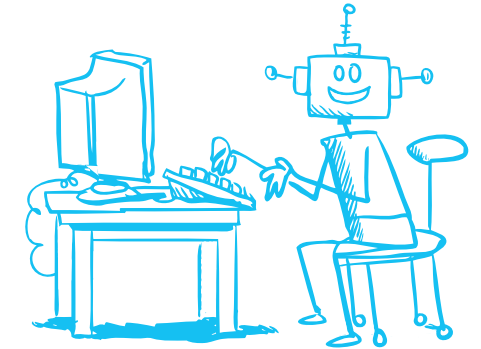
Pull it all together – easily

When the data you need does not reside nicely in just one place – SmartConnect will pull it all together in an easy to use graphical format. Link multiple tables together to ensure you have just the data you need for the integration solution you are building. User friendly names make it easy to link tables, files, web services or XML documents together.



Like having your own robot

Now that you have a system that can create any type of transaction – you can automate any step in your business process. You can schedule your SmartConnect Robot to do your work for you. You set the rules and SmartConnect will create the transaction wherever and whenever you need it.



Use our prebuilt templates

If you prefer your solutions to be boxed up and gift wrapped then the SmartConnect templates are the place to start. SmartConnect comes with free templates for:

- * Two way integrations between Microsoft CRM and Dynamics GP
- * Two way Integrations between Salesforce.com and Dynamics GP
- * Excel templates to do your GP data entry right in Excel
- * Manage CRM opportunities, addresses, contacts and activities in Excel



Developers can do the tricky stuff

SmartConnect will build integrations without code, but that does not stop developers going to the next level of automated integrations. SmartConnect can do all the grunt work and you do all the clever bits to complete your solution. You can:

- ✓ Write Pre and Post map scripting tasks to execute alongside the map
- ✓ Trigger emails on demand before, after or during a map
- ✓ Link maps together
- ✓ Transform your data, on the fly, into the format you need
- ✓ Set up translation tables
- ✓ Perform SQL lookups to add to your data before a map runs

“ I now have a single tool for all my GP and CRM integrations. SmartConnect saves me many hours every week because it is so fast, and lets me pull data right from our front end systems into GP, without messing about with CSV files. I love the translation tables.

Donna Whitely
Systems Manager, Synthes

“ Having our CRM and GP solutions talking together has really changed our business. We have not found a scenario that SmartConnect cannot handle. The templates were a great start and covered all of our initial needs, better still, we are now using SmartConnect to support our recent customizations to CRM and GP.

Andy Murray
CEO, Genero Group

“ We use SmartConnect for customers that do not do any external integrations. It is awesome to have a engine like this to generate transactions. We are able to deliver truly creative solutions for our customers that blow away other ERP solutions without needing to call on our developers.

Matt Calderwood
Practice Manager, Eclipse Computing

“ SmartConnect is absolutely the best integration product I have ever used, it destroys every other tool I have used – and I have used them all.

Scott Moore
Senior Consultant, Enterprise Alliance Systems