



## **Frequently asked questions about the partnership between Scribe Software and Celenia Software announced July 9, 2009**

### **1) Why did Celenia and Scribe decide to partner?**

Celenia and Scribe have had competitive offerings for Dynamics NAV integration and migration for some time. Scribe has been planning to introduce a Dynamics AX solution in 2009, Celenia has been planning to broaden support for more sources. Each company's offerings have had their own individual strengths that are more complementary than competitive; Scribe has a mature, general purpose integration platform for the Dynamics product line, a long track record of success in the Dynamics CRM and Dynamics GP markets, and an extensive network of over 800 resellers worldwide. Celenia has extensive domain expertise and rich integration solutions for NAV and AX as well as comprehensive services and upgrade offerings that assist partners with implementations.

We felt that this partnership would combine our respective strengths and lead to a broader and deeper offering that is highly flexible for Microsoft Dynamics customers as their businesses evolve and grow. The Scribe – Celenia partnership will allow each company to focus on their strengths while sharing in the success of this offering. The combined offering is a unique solution of product and services to the Dynamics platform.

### **2) What does the combined offering look like?**

The vision for the offering is to provide deep and rich Adapters and solutions for Dynamics NAV and Dynamics AX built upon Scribe Insight. Scribe Insight is a data management platform that enables Dynamics customers to migrate, integrate, and manage their business application data across their entire applications suite.

Over the coming months, Scribe and Celenia will work together to round out the Adapters for Dynamics NAV and Dynamics AX for Scribe Insight. For Dynamics NAV customers, the Scribe Adapter for Dynamics NAV will continue to be offered while the Celenia CRM Connector for NAV will be discontinued immediately. Celenia and Scribe will release a steady stream of enhancements to the Adapter for Dynamics NAV, and related templates, to incorporate capabilities unique to the Celenia CRM Connector as well as to add other market driven features. More information regarding the Scribe Adapter for Dynamics NAV can be found at <http://www.scribsoft.com/microsoft-dynamics-nav.asp>.



For Dynamics AX customers, Scribe and Celenia plan to introduce a Scribe Adapter for Dynamics AX by the fourth quarter of 2009. In the interim, we will continue to offer the Celenia CRM Connector for AX as a customer solution. Celenia will also be developing and delivering enhanced training, certification, and customization services around Dynamics NAV and Dynamics AX integration and migration needs using the Insight product.

Scribe Insight and Adapters, including the Adapters for Dynamics NAV and Dynamics AX, along with the Celenia CRM Connector for Dynamics AX are available exclusively through Scribe and its resellers.

**3) Will Celenia continue selling the CRM Connector product?**

No. The Celenia CRM Connector for AX product is available exclusively through Scribe and its resellers.

**4) I am an existing Celenia CRM Connector partner/customer. What does this mean for me?**

Celenia will continue to provide maintenance and support for the Celenia CRM Connector through July, 2011 for customers with a Software Assurance contract. Customers will continue to receive the support for the Connector directly from Celenia. Existing Celenia Connector customers will also renew their support and maintenance directly with Celenia.

Customers and partners will be able to upgrade their CRM Connector products to Scribe Insight and Scribe Adapters via upcoming promotional offerings and Quick Start services. Current promotions can be found at [www.scribesoft.com/Promotions.asp](http://www.scribesoft.com/Promotions.asp). In addition to ensuring support for future Dynamics NAV and Dynamics AX versions, this upgrade to the Scribe Insight platform greatly expands data migration and integration options for customers and partners.

During the support period Celenia will continue to offer customization services to existing customers with a Software Assurance contract.

**5) I am a customer interested in integration solutions for Dynamics AX. What should I do?**

If your timeline is immediate, you can purchase the Celenia CRM Connector for Dynamics AX from Scribe and upgrade to the Scribe Insight platform at a later date. Otherwise, you can purchase Scribe Insight and the Scribe Adapter for Dynamics AX when it is available in the fall.

You should contact your Dynamics AX partner and the Scribe's sales team ([sales@scribesoft.com](mailto:sales@scribesoft.com)) for assistance in determining the best option for you.



**6) I am a customer interested in integration solutions for Dynamics NAV. What should I do?**

Scribe Insight and the Scribe Adapter for NAV are available for purchase from Scribe. You should contact your Dynamics NAV partner and Scribe's sales team ([sales@scribesoft.com](mailto:sales@scribesoft.com)) for more information.

**7) I am currently an authorized reseller of the Celenia CRM Connector. What does this mean to me?**

Current Celenia partners that are certified by Celenia to re-sell the Connector will be deemed certified by Scribe for the Connector and will be entitled to the related Scribe Reseller Program benefits for sales of the Connector. You will need to sign a Scribe Reseller Agreement to continue selling the CRM Connector.

If a Celenia partner is not Scribe Insight certified, they will need to complete Scribe Insight certification training to receive the related benefits for sales of Scribe Insight and Adapters.

Please contact Lou Antonucci, Director of Sales ([lou.antonucci@scribesoft.com](mailto:lou.antonucci@scribesoft.com)), or Lynn Harrington, Director, EMEA ([lynn.harrington@scribesoft.com](mailto:lynn.harrington@scribesoft.com)), for more information regarding the Scribe Partner Program benefits and the Reseller Agreement.

**8) I am an existing Scribe Reseller. What does this mean to me? What do I do if I have a prospective Dynamics AX customer?**

There is no change in requirements or benefits for existing Scribe partners. The Connector for AX is available for you to sell to prospective customers desiring Dynamics AX integration; the Scribe Reseller Program benefits apply to sales of the Connector for AX. Scribe resellers will not be required to attend certification training for the Connector product. Scribe and Celenia will be offering turn-key, Quick Start implementation packages for the Connector for AX.

Implementation packages and pricing are located at [www.quickstartpromostuffhere.com](http://www.quickstartpromostuffhere.com). Celenia will provide remote installation and basic configuration services for the Connector included in the QuickStart; other customization packages are available. Scribe's sales team ([sales@scribesoft.com](mailto:sales@scribesoft.com)) can assist you with selecting the proper QuickStart or customization package for your Dynamics AX prospect.

**9) If I buy the Celenia CRM Connector for AX from Scribe before Scribe releases an Adapter for Dynamics AX, how will I upgrade later to the Scribe Insight solution? Do I have to pay full purchase price for Scribe Insight and the Adapter for Dynamics AX to replace my Celenia CRM Connector for AX?**

Customers who purchase the CRM Connector from Scribe may also pre-purchase an upgrade package with their CRM Connector. The details of the upgrade package are located here at [www.scribesoft.com/Promotions.asp](http://www.scribesoft.com/Promotions.asp).



Scribe will replace the CRM Connector license with a license of Scribe Insight and Scribe Adapters for AX and CRM for free within the first 12 months following your purchase of the Celenia Connector for AX. At the time of the upgrade purchase, there is an additional charge for 1<sup>st</sup> year's Scribe maintenance and support as well as upgrade consulting services. Customers who desire to upgrade their CRM Connector for AX to Scribe Enterprise versions of Insight and Adapters will have additional license fees. Your Scribe reseller or Scribe sales can assist you with selecting an appropriate upgrade package for your CRM Connector installation.

**10) What can we expect for product enhancements with the current Scribe Adapter for Dynamics NAV and the planned Scribe Adapter for Dynamics AX? Do you have a product roadmap available?**

Scribe and Celenia will incorporate enhanced functionality from the Celenia Connector products into the Scribe Adapters for Dynamics NAV and Dynamics AX as well as new features and functions. We also plan to introduce a number of new templates to ease your integration and migrations between Dynamics to a number of non-Dynamics applications, including other ERP and CRM systems such as salesforce.com, Sage, and Infor ERP solutions.

A detailed product roadmap will be available by August 15, 2009 at <https://openmind.scribesoftware.com/releases/list> .

**11) Will you be changing the pricing for Scribe Insight or Adapters due to the partnership?**

The pricing for current releases of Scribe Insight and Adapters, including the Adapter for Dynamics NAV, remains the same. Pricing for the Adapter for Dynamics AX has not yet been established.

**12) Who is developing the Dynamics AX and Dynamics NAV Adapters for Scribe going forward?**

Scribe and Celenia will be jointly developing the Adapters for Dynamics NAV and Dynamics AX going forward.

**13) Who will partners contact for support of the Adapters for Dynamics NAV and Dynamics AX going forward?**

Customers and partners will receive support directly from Scribe for the Adapters for Dynamics NAV and Dynamics AX with Celenia providing 3<sup>rd</sup> level engineering support. Customers and partners who purchase the Celenia Connector for AX from Scribe will receive first level support from Scribe with Celenia providing 2<sup>nd</sup> and 3<sup>rd</sup> level support.



**14) Do I schedule my training and services directly with Celenia for Scribe products? How do I purchase training and services for Scribe?**

You should purchase and schedule your training and services for Scribe Insight and Adapters directly with Scribe. Customers that purchase the Celenia CRM Connector for Dynamics AX from Scribe should also purchase and schedule their training and services for the Connector directly with Scribe.

**15) What if I require additional customization or development services beyond Scribe's quick start offerings for Dynamics NAV and AX?**

Celenia offers a host of expert services for Dynamics NAV and Dynamics AX, including services for the Scribe Adapters, which can be purchased directly from Celenia.

**16) How do I get more information about Scribe's offerings for Dynamics NAV and Dynamics AX?**

Information about Scribe's offerings for Dynamics NAV and Dynamics AX are located on Scribe's website and include more detailed information regarding pricing and services.

NAV: <http://www.scribsoft.com/microsoft-dynamics-nav.asp>

AX: <http://www.scribsoft.com/microsoft-dynamics-ax.asp>