Integration Lifecycle Management
A key to business agility and profitability

Taking a short-term approach to integration—where you focus solely on lowering the initial cost or deployment time of the integration—can have a negative impact on overall business agility and profitability. In the worst cases, it can even cause a CRM, ERP, or other IT project to fail. A better approach, which lowers total cost of ownership for the integration and increases the efficiency of IT and business groups, is to take a long-term, strategic approach where you consider the entire integration lifecycle, including the design, build, deploy, run, and commercialization stages.

Comparing with coding solutions, such as SQL, and complex, developer-centric integration platforms, Scribe Software gives you greater control over the entire integration lifecycle. The lifecycle management benefits provided by Scribe Software include:

- **Faster time to market** – Scribe’s development platforms provide fast connectivity to dozens of applications, collaboration capabilities, and a full debug environment that allows you to create integrations in weeks, not months.
- **Lower total cost of ownership** – Scribe’s development environments allow you to reduce debug time and pinpoint run-time issues.
- **Faster response to run-time issues** – Management consoles allow you to track all your integrations and discover run-time issues.
- **Staffing flexibility** – Scribe’s development environments minimize coding, making possible for staff members, such as business analysts, to build and maintain integrations. The environments are also self-documenting, allowing staff members who did not create the original integration to easily maintain it.
- **Reduced tracking and management of target applications** – Scribe’s platforms are continually updated to address changes in major SaaS and on-premise applications.
- **Agile customization of integrations** – Scribe’s software allows you to quickly provision and modify an integration tuned to a specific customer’s or business user’s needs.

Through its software solutions and business policies, Scribe Software more flexibility and control throughout every stage of the integration lifecycle, including:
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<th>INTEGRATION LIFECYCLE MANAGEMENT STAGE</th>
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| Design                                 | • Expert architectural assistance from Scribe's Customer Success team  
                                          • Solutions for common use cases: migration, integration, and replication  
                                          • Instant access to trial software |
| Develop                                | • A development paradigm based on clicks, not coding  
                                          • Self-documenting development environment results in a solution that is easier to transfer to operational support team, maintain and update  
                                          • Low-level development control does not limit you  
                                          • Collaborative tools help you manage part-time resources on an integration project while maintaining security*  
                                          • A full set of debugging tools  
                                          • Availability of certified developers through the extensive Scribe Software partner network  
                                          • Low development license fees |
| Deploy                                 | • A single platform to integrate cloud and on-premise applications  
                                          • Software development lifecycle tools that allow you to move integrations through build, test, stage, and production stages  
                                          • Agent technology minimizes firewall issues for on-premise applications* |
| Run                                    | • A management console helps you track multiple integration projects and deployments in a single interface; offers insights for fast issue resolution  
                                          • High performance and scalability  
                                          • Instrumentation and management APIs  
                                          • Multi-tenant customer management*  
                                          • Integrates with Microsoft Service Bus to extend connectivity to many business applications.** |
| Commercialize (for those reselling their integration solution) | • Wholesale pricing eliminates friction in your sales cycle*  
                                          • Flexible go-to-market options, including private-labeling via API*  
                                          • Low-fee or no-fee options for development and testing environments* |

*Scribe Online only, **Scribe Insight only

For more information on Scribe Software's cloud or on-premise integration platforms, contact sales@scribesoft.com or visit http://www.scribesoft.com/products.