

SCRIBE INSIGHT

INTEGRATE BOTH CLOUD AND ON-PREMISES APPLICATIONS

Business applications and the data stored in them are the life blood of your company, but if disconnected, they can limit your sales efforts, hurt profitability, and erode customer relationships. Scribe Insight is the powerful data and application integration platform that keeps data seamlessly flowing between your most critical business systems. Scribe Insight offers a streamlined approach to data integration for IT pros, business analysts, and systems integrators who prefer an on-premise solution. Thousands of large and mid-sized businesses rely on Scribe Insight for:

- **Front office / back office integration**
- **Real-time synchronization between cloud and on-premises applications**
- **Data replication**
- **One-time data migrations**

CONTROL THE ENTIRE INTEGRATION LIFECYCLE

Scribe Insight helps your CRM, ERP, and other IT projects succeed by giving you advantages across the entire integration lifecycle, including the design, build, deploy, run, and adapt stages. The lifecycle management benefits provided by Scribe Insight include:

- **Shorter deployment time / faster time to market**
- **Lower total cost of ownership**
- **Faster response to run-time issues**
- **Staffing flexibility**
- **Reduced tracking and management of target applications**
- **Agile customization of integrations**

THE FIVE MAJOR DESIGN PILLARS OF SCRIBE INSIGHT THAT RESULT IN THESE LIFECYCLE MANAGEMENT BENEFITS ARE:

➤ NO CODING

A self-documenting graphical user interface enables a non-programmer to design and deploy integrations and then easily transition control over to a support team.

➤ EASY MAINTENANCE

A management console helps you track multiple integration projects and deployments, helping you easily support and maintain solutions after they have been deployed.

➤ CONSISTENT ADAPTER MODEL

The design environment views all applications consistently, and presents information about the application that is important to the migration or integration task.

➤ OPEN CONNECTIVITY

One product enables you to integrate core business systems with the wide variety of applications and data stores that are unique to your business.

➤ TEMPLATE MODEL

You can quickly assemble reusable integration components and configure them for each deployment's unique needs.

KEY COMPONENTS OF SCRIBE INSIGHT

Scribe Insight is comprised of three components; the Workbench, the Integration Server, and the Console.

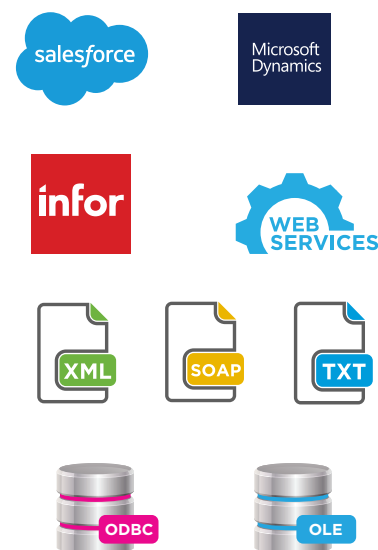
The Workbench

is a graphical environment used to create the mapping documents.

“OUR INTERNAL IT TEAM FINDS IT VERY EASY TO CREATE DATA MAPS USING SCRIBE, WHICH WORKS SO WELL CONNECTING THE DATA AMONG APPS THAT OUR BUSINESS GROUPS ARE ALWAYS ASKING FOR NEW DATA INTEGRATIONS. THEY NOW REALIZE THE POWER OF CONNECTED DATA IN DRIVING BUSINESS-PROCESS EFFICIENCIES.”

- Senthil Raman, Project Manager – IT Web Applications, Tata Technologies

SCRIBE INSIGHT CONNECTIVITY



Technical Requirements

For the most up-to-date requirements, visit www.scribesoft.com/TechnicalRequirements.

Key Workbench features Include:

› CONNECTION

Define and securely store information on source and target systems.

› DATA PROCESSING RULES/LOGIC

Branch to different steps to update, insert, or stop processing data. Set errors based on user-defined criteria.

› FIELD TRANSFORMATION

Convert data using one or more of 150 functions for case conversion, field concatenation or decomposition.

› SOURCE QUERIES

Filter data to be processed based on changes or user-defined criteria.

› DUPLICATION DETECTION

Define exact or “fuzzy” matching to identify duplicates using multiple fields with AND/OR logic.

The Integration Server

facilitates the exchange of data between two or more data sources. It has a modular, multi-threaded architecture that allows for scaling.

Key features of the integration server include:

› SET OF WINDOWS SERVICES

The underlying Windows services monitor and detect events, process messages, and raise alerts.

› INTERNAL DATABASE

Stores execution and error logging, persisted integration settings, cross reference tables, and integration statistics.

The Console

provides a user interface for the Integration Server and single point of access for creating and managing integration.

Key features include:

› AUTOMATION

Precisely define an event to trigger the integration from scheduling a batch process, to establishing near real-time polling intervals, to real-time processing of messages in a queue.

› NOTIFICATION

System monitoring of business level events or integration errors with configurable alerts via e-mail, page, or net send.

› ERROR AND EXCEPTION HANDLING

Execution history of processes that succeeded or failed including detailed error reporting.

DATA VIEWS

› Editable views that can be displayed in chart or list format.

CONNECTIVITY FOR ALL YOUR BUSINESS SYSTEMS

Scribe Insight includes a powerful set of adapters that enable the Scribe Insight platform to communicate with a variety of applications, databases, messages, and files. These adapters allow you to connect to a data store using its security model and they present

schema information including: object properties and relationships and detailed field attributes, such as labels, data types, lengths, restrictions, and default values and pick list values.

POWERFUL ADAPTERS FOR CRM AND ERP APPLICATIONS

Scribe Insight includes specialized adapters that allow you to quickly integrate with leading CRM and ERP applications, including:

- Microsoft Dynamics® CRM, AX, GP, NAV
- Salesforce

TECHNOLOGY-BASED ADAPTERS EXPAND CONNECTIVITY OPTIONS

Scribe Insight also provides standards-based Connectivity Adapters that allow you to integrate with a wide variety of applications and databases. Connectivity Adapters are provided for:

- ODBC – Direct communication with database tables, views, and stores procedures
- OLE DB
- SQL Server
- Text – Exchange fixed width or delimited files via a directory or FTP
- HTTP location
- Web services
- XML – Exchange XML files via a directory or FTP/HTTP location; asynchronous exchange of XML messages via an industry standard message queue, email or integration broker