



Scribe Software

Configurable Data Migration and Data Integration

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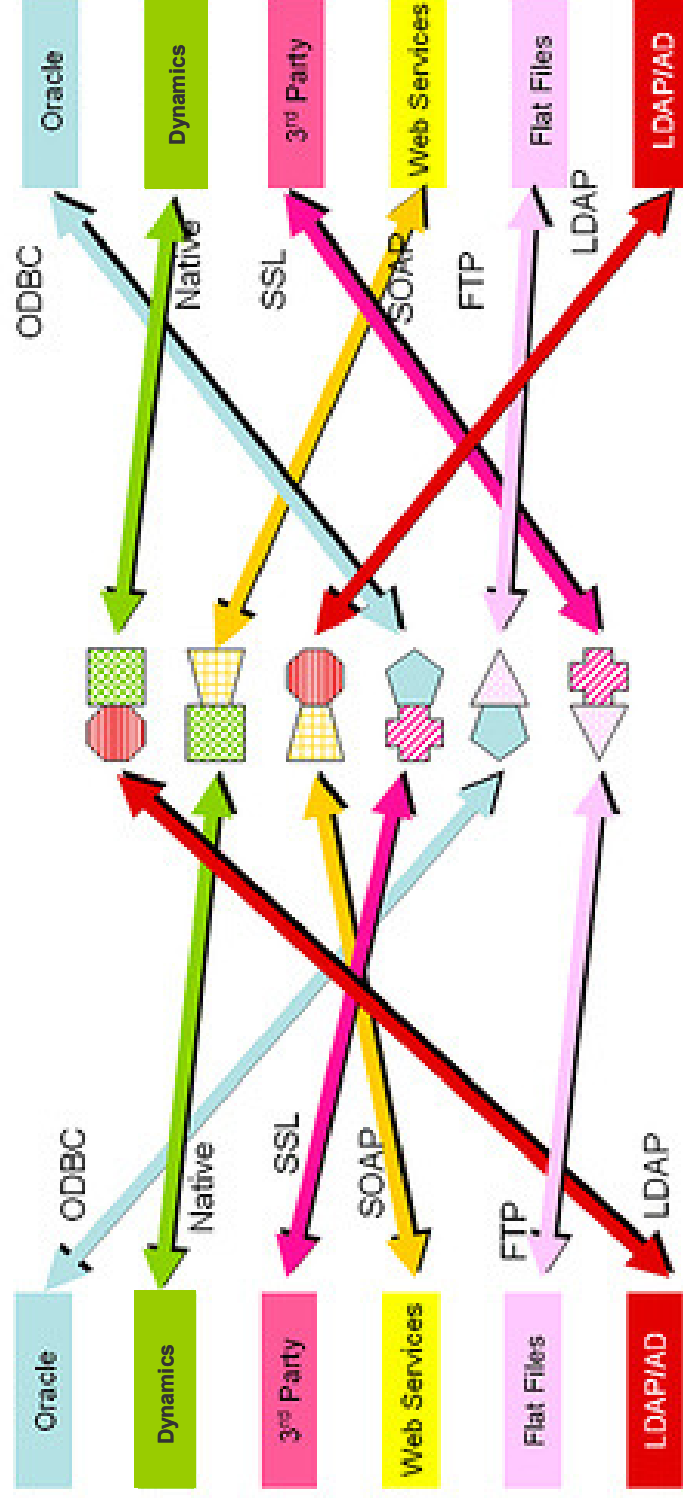
- ▶ Introduction
- ▶ Scribe Insight
 - Usage Scenarios
 - Product Overview
 - Applications
 - Features and Pricing
- ▶ Scribe Customers
 - What do Scribe customers have to say?
- ▶ Q & A

- ▶ Founded in 1996, released first product in 1997
 - Privately held, profitable
- ▶ Leading supplier of data migration and integration tools
- ▶ Over 10,000 customers worldwide
- ▶ Over 800 Scribe Resellers worldwide
- ▶ Application Focus:

- Sage
- Microsoft
- Salesforce



- ▶ Integration
 - ‘the process of combining into completeness and harmony’

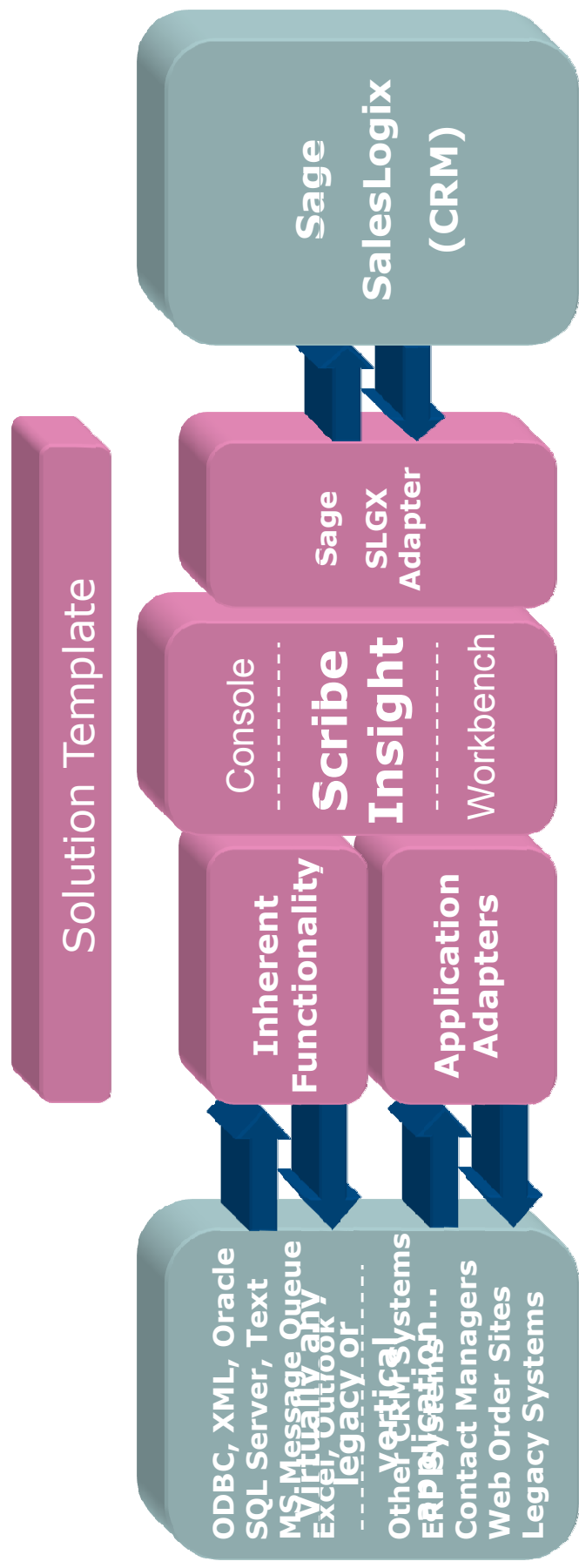


- ▶ **Customer Insight**
 - Make strategic decisions based on complete view of the customer
 - Turn organizational knowledge of customers into more effective customer activities
- ▶ **Customer Experience**
 - Empowering employees with customer insight at the point of interaction
 - Provides for a more robust personalization of customer experience
- ▶ **Alignment**
 - Fosters tighter relationship between departments (i.e.: marketing and sales, support and manufacturing, service and sales)
- ▶ **ROI**
 - Reduce inefficiency and cost, sell more and increase satisfaction and retention
 - Compete more effectively

- ▶ **Data Migration**
 - to your CRM system *from* CRM systems like Seibel, or contact managers like ACT!, Goldmine, or Outlook
- ▶ **Data Loading**
 - Load customer order data on a nightly 'batch' basis
 - Load marketing campaign data or lists purchased from data providers
- ▶ **Data Integration**
 - Populate accounts with financial/order history from ERP systems (PeopleSoft, Oracle, SAP, JDE, ...)
 - Synchronize customer data with other customer applications

- ▶ **Data Cleansing and Enhancing**
 - Search for and eliminate duplicates
 - Enhance and validate CRM data with third party data

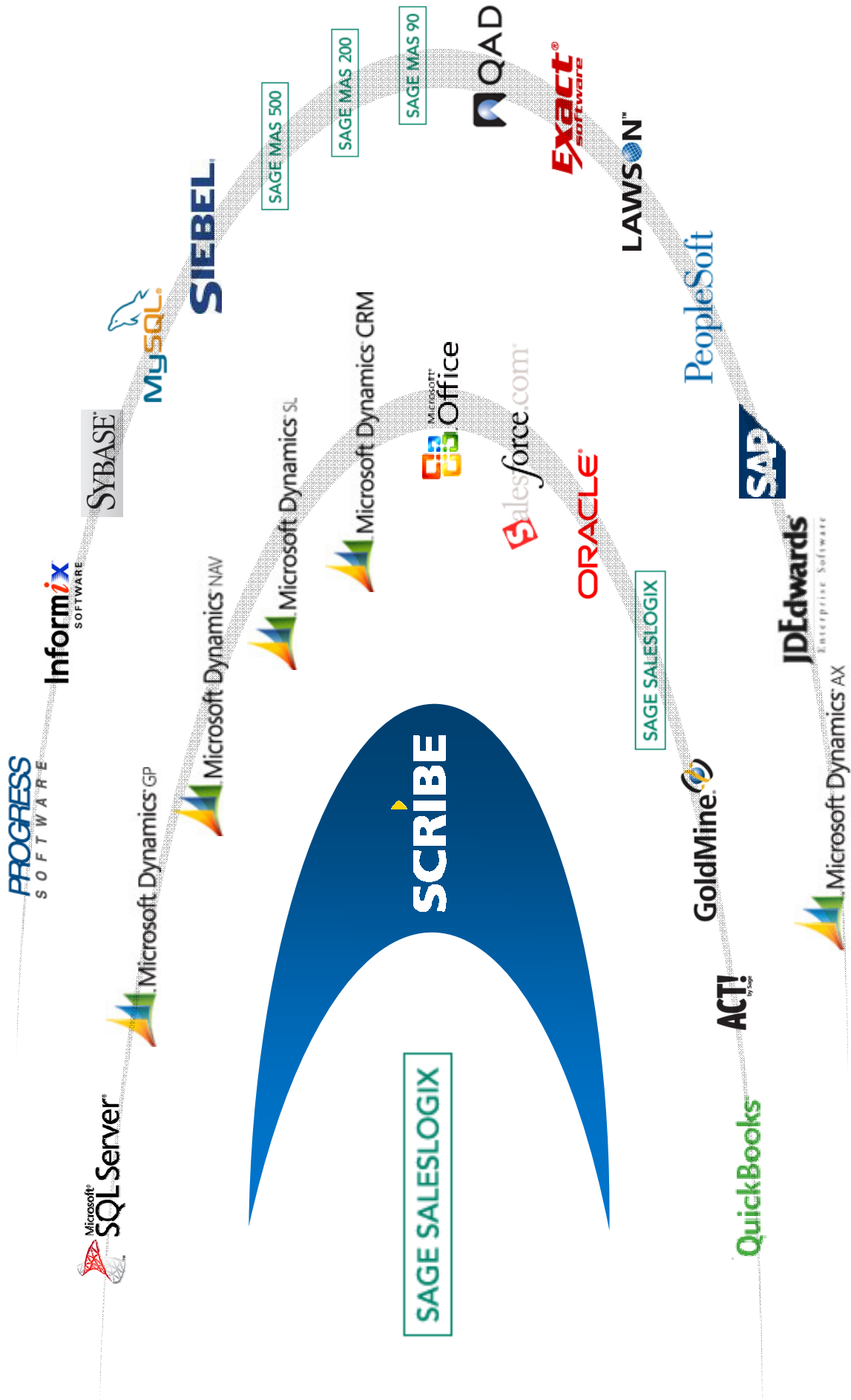
- ▶ **Business Activity Monitoring**
 - Proactively monitor key customer activity
 - Through automated alerts sent to email, cell phone, or CRM
 - Proactively monitor data integrity issues
 - Improving the quality of the CRM data



SCRIBE

Everybody working as one.

Adaptability



- ▶ **Powerful** to support sophisticated integrations with point-and-click ease
- ▶ **Flexible** to handle your unique requirements
- ▶ **Adaptable** to quickly accommodate your changing business needs
- ▶ **Scalable** for Mid-market through Enterprise organizations
- ▶ **Fast** to take project timelines from months to days

- ▶ **For Data Migration:**
 - Insight – Migrate License (60 day) \$1,195.00
 - Includes any adapters downloadable @ no charge

- ▶ **For Batch Data Loading or Data Integration:**

- Insight (perpetual license)	\$3,995.00
- 20% 1 st year software maintenance	\$ 799.00
- ERP/CRM Application Adapters (25/50 users)	\$1,295.00
- 20% 1 st year software maintenance	\$ 259.00

SAGE SALESLOGIX

- ❖ Aetna Healthcare
- ❖ Aramark Corporation
- ❖ Bristol Meyers Squibb Medical Imaging
- ❖ Cargill Ag Horizons
- ❖ Fijitsu Computer Systems
- ❖ Funrise Toys
- ❖ Carnival Cruise Lines
- ❖ LegoLand California
- ❖ Northrop Grumman Space Technology
- ❖ Pacific Mutual Insurance
- ❖ WR Grace



Microsoft Dynamics

- ❖ Blue Cross Blue Shield NE
- ❖ Franklin Covey
- ❖ Grovesnor Financial Services
- ❖ Mitsubishi Electronics
- ❖ Nielsen Media Services
- ❖ Onity
- ❖ Phoenix Suns
- ❖ Raymond James Financial
- ❖ Recaro Aircraft Seating
- ❖ Rogers Communications
- ❖ Detroit Lions
- ❖ Gordon Composites
- ❖ Indianapolis Motor Speedway
- ❖ Konica Minolta Business
- ❖ Lanier Australia Pty Ltd



- ❖ Bottomline Technologies
- ❖ Boundless Network
- ❖ Dale Carnegie
- ❖ Karl Strauss Brewing
- ❖ Intrep AAA Renewals
- ❖ Kavlico
- ❖ OpenBio Systems
- ❖ Progress Software
- ❖ VeriSign
- ❖ Via Licensing
- ❖ **(subsidiary of Dolby Labs)**
- ❖ United Way International
- ❖ Unitek
- ❖ Zagat Survey

What do Scribe Customers have to say?

“With Scribe, we were completed in three weeks and at a fraction of the original estimate. When it comes to integrating, Scribe wins hands down.”

Jack Sands
CEO



“Scribe Insight provides a visual model with built-in connectors that allowed us to get up and running quickly and cost-effectively.”

Robert Hughes
Director of IS



“Scribe’s ease of use allows a non-programmer to manage the business rules, which is critical for us.”

Sandy Clifford
Director of IT



“It is phenomenal how a small company can now compete with very large companies. We couldn’t do it without Scribe.”

John Meyer
Vice President and CIO



Questions?