

KEY FEATURES

- Enable 360° View of Customers
- Drive Faster Business Decisions
- Eliminate Knowledge Silos
- Reduce Data Redundancy
- Increase Data Integrity
- Real-Time Access to Back-Office
- Minimize Development Costs
- Utilize Industry Standard Technologies
- Increase Efficiency to Maximize ROI
- Seamless Links to Department Workflows
- Data Mining Across Enterprise Apps
- Integration Touch Points:
 - 3rd Party Front-Office Apps
 - 3rd Party Back-Office Apps
 - Custom Business/E-Business Apps
 - Industry-Specific Apps
 - Computer Telephony (CTI)

CRM Integration

Regardless of industry, a key concern is not the *lack* of information collected, but rather *accessibility* to that information. Most businesses have information scattered throughout the enterprise on paper, in database silos, and in e-mails — making real-time operations difficult to achieve.

In fact, many would argue that CRM is not really CRM without 3rd party software integration. Disparate systems must be integrated to enable real-time enterprise operations, leveraging current systems, creating new operational efficiencies, improving customer relationships, and enabling better business decisions faster.

Surado's Integration Solution

Unlike traditional integration implementations that are complex, costly and often fail, Surado's methodology is sensibly constructed to reduce risk, balance technology and best practices, delivering high quality, cost effective solutions for your integration initiative.

We consider your business's technical parameters, including current and future needs, and provide tools and products that minimize the cost of internal development and customization, saving time and money.

Front-Office Integration Points

In order to provide the highest quality information, your CRM system must integrate with front-office as well as back-office systems. Surado CRM seamlessly integrates with other front office applications such as Word Processors, Spreadsheets, E-Mail Applications, Project Management Tools, Report Writers, Mapping Tools, PDAs, Offline and Mobile Solutions, Card Scanning Tools, Business Intelligence Applications and much more!

Back-Office Integration Points

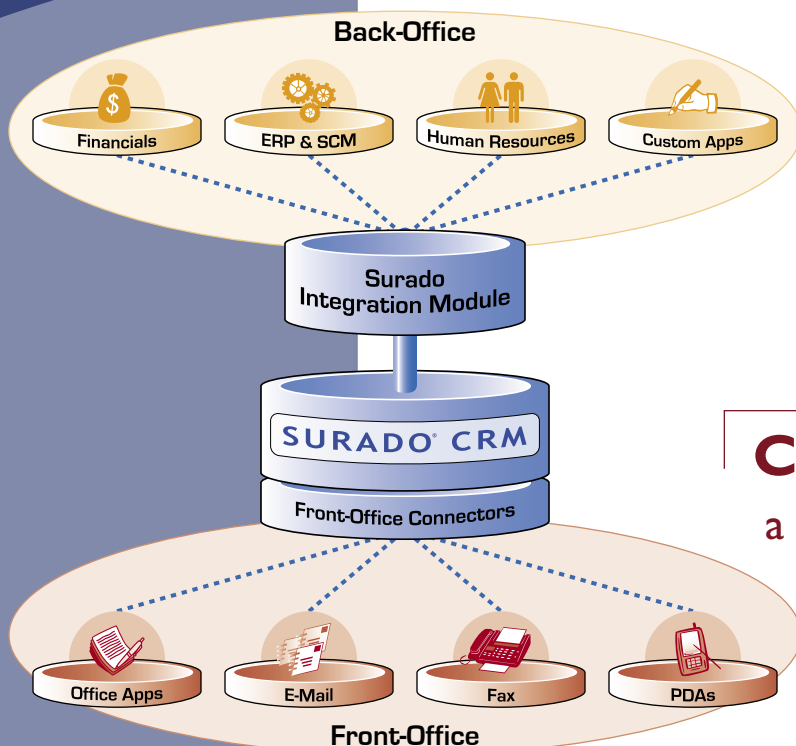
Integrating with back-office applications can be difficult due to hardware issues, as well as the way data is stored and represented. With Surado's powerful Integration Module, back-office applications such as financials, enterprise resource planning, supply chain management, logistics, manufacturing, shipping and delivery, human resources, e-business and industry specific applications can be integrated for one complete view.

Surado SIM – The Ultimate Benefit

The Surado Integration Module (SIM) layer reduces integration time and costs by as much as 80 percent by providing a bridge between disparate systems, allowing the transfer of data sets seamlessly between front and back-office applications without costly programming. SIM provides a unique architecture to resolve the long-standing issues with old standards, designs and structures that often occur with legacy systems.

With Surado Integration Module (SIM), system administrators can create unlimited custom folder tabs to display information from back-office applications. The tight integration and real-time access to information helps reduce data redundancy, increases data integrity and efficiency and reduces user account management and end-user training and licensing costs needed to support multiple applications.

With SIM, you can tie your entire enterprise information system into a single unified business view!



CRM Integration —
a single, unified, business view.