



## Scribe Adapter for Microsoft Dynamics® CRM for CRM Online and hosted deployments

**“I don’t see how we could possibly have rolled out Dynamics CRM as quickly as we did and gained all this added value without Scribe Insight.”**

–Tim Nugiel, Manager of Business Systems, Equinox Fitness

Scribe Software Corporation provides cost-effective, no-coding solutions that can be used as the only tool businesses need to integrate virtually any application, data source or Software as a Service (SaaS) platform. Scribe solutions are simple to configure and provide ease of modification as business processes change.

Scribe’s unique approach, configurable integration software, enables mid-market and large businesses alike to achieve enterprise-class integration; with very limited budgets and small IT staffs.

The Scribe product family is comprised of Scribe Insight, Scribe Adapters and Scribe Templates.

Scribe adapters allow you to connect to a data store using its security model. Adapters present the schema information in the same graphical user interface. So whether you are connecting to an enterprise application or a text file, it is in a familiar Scribe user interface. Having this information available to the designer enables them to do their job of designing the integration without coding.

There are two types of Scribe adapters, application adapters and connectivity adapters.

The Scribe Adapter for Microsoft Dynamics CRM is an application adapter.

**Application adapters** work with vendor approved interface methods including Web services interfaces, OLE DB providers, XML messaging, or proprietary APIs. Scribe offers adapters for Microsoft

Dynamics CRM, Dynamics GP, Dynamics NAV, and Dynamics AX, Salesforce, and SalesLogix. These application adapters are sold as add-ons to the Scribe Insight tool. Key features include:

- ▶ Automation of common tasks such as assigning primary ID values, setting default values, validating input data, and setting object relationships; all designed to eliminate run-time errors and provide for greater data integrity.
- ▶ Dynamic discovery of objects or fields that present the unique configuration of each application or database instance to the Scribe Console and Workbench without requiring recoding or recompiling.
- ▶ Integration of application and database messages to provide detailed exception handling and reporting from the Scribe Console’s single point of management.
- ▶ Some application adapters include a publishing component that pushes changes in the application’s data to a message queue as XML.

**The Scribe Adapter for Microsoft Dynamics CRM** is certified by Microsoft and simplifies data loading into and data extraction out of Microsoft Dynamics CRM and CRM Online by utilizing the Web services API. Key features include:

- ▶ Seamless portability between all deployment options available with Microsoft Dynamics CRM 4.0; customer deployed, partner hosted, or CRM Online.
- ▶ Assignment of primary ID and default field values, validation of input data, automatic population of summary and join tables.
- ▶ Support for custom entities, attributes, and relationships.

- ▶ The Scribe Publisher for Microsoft Dynamics CRM creates XML messages from events that occur in Microsoft Dynamics CRM using Microsoft Dynamics CRM workflow. In the publisher’s user interface you configure the entities that you want published without writing code.
- ▶ Support for Microsoft CRM Workflow.
- ▶ Picklist viewer and picklist validation for Dynamics CRM drop-down lists. Set any picklist field by its internal value or its user friendly name.
- ▶ A query builder that can join objects, filter, and order when connecting to Dynamics CRM as a source.
- ▶ Creating and removing custom many-to-many relationships between records in the Microsoft Dynamics CRM system.
- ▶ A troubleshooting feature that captures the request and response communication between the adapter and the Dynamics CRM server as XML files.

Scribe also provides application adapters for ACT!, GoldMine, Exchange, and QuickBooks that support one-way migrations to CRM and ERP applications.

**Connectivity adapters** complement the application adapters by providing a wide variety of connections to the varied applications and data stores. Connectivity adapters include XML, ODBC, OLE DB, and SQL Server. These connectivity adapters are included in the core Insight tool. See the Scribe Insight data sheet to learn more about connectivity adapters.

### Technical Requirements:

Scribe Insight version 6.3 or higher. Microsoft Dynamics CRM version 3.0, 4.0, or CRM Online