Extend Microsoft Dynamics CRM Across Your Organization

Overcoming Integration Hurdles

Event-based integration to Microsoft Dynamics CRM automates the task of integrating customer information from disparate systems so companies can maintain a consistent flow of actionable data throughout the organization. Peregrine Connect's Neuron-ESB provides the only event-based "turnkey" integration solution for the Dynamics CRM platform. By simplifying integration with user-configurable events directly through Dynamics CRM administrative portal, Peregrine Connect's Neuron-ESB removes complex development efforts and gives companies the control and flexibility they need.

> "When we began this project, we expected it to take over 6 months. Neuron has enabled us to complete it in less than half that time and with two fewer developers than we had originally planned, saving our company hundreds of thousands of dollars."
>
> *- Scott Sorensen*
> *Enterprise Software Architect, APQC*

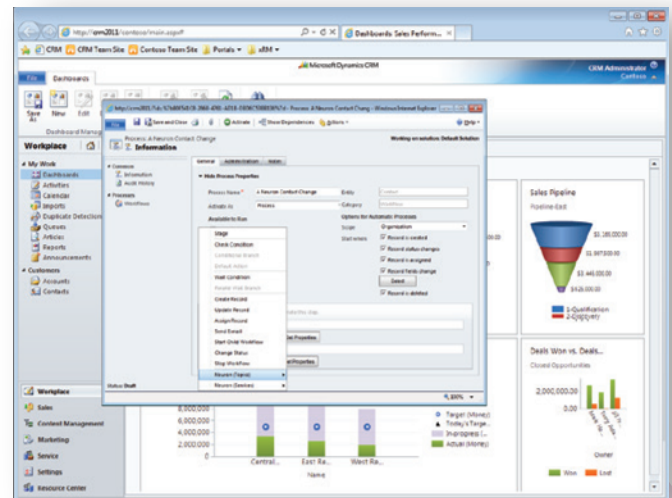## Connect and Empower Your People

By arming your people with Peregrine Connect, they will be free to drive business performance while better serving and developing customer and partner relationships. Peregrine Connect drives innovation, forces operational improvements, increases visibility and raises accountability throughout organizations.

Top 5 Reasons to Choose Peregrine Connect

- Requires minimal training & skills
- Provides out-of-the-box CRM integration
- Delivers better return on investment
- Requires no custom development
- Accelerates project deployment

The RIGHT Integration Solution

Peregrine Connect is the right solution for real-time, event-based integration with Microsoft Dynamics CRM. Built on the Microsoft platform, Peregrine Connect's Neuron-ESB simplifies integration and keeps organizations more actively connected through real-time, event-driven messaging and workflow capabilities.

Peregrine Connect makes it easier for organizations to access and share information between systems in real time, allowing them to pro-actively respond to events from systems within their organization. Peregrine Connect doesn't require custom code or expensive development resources, simplifying the integration of other disparate business applications and reducing costs by up to 70%. Peregrine Connect is proven to be the quickest, most cost-effective CRM integration solution for every organization.

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CRM Integration Challenges

Integrating Microsoft Dynamics CRM within any organization has clear business and financial benefits. For example, many businesses have multiple line-of-business systems that are critical to their day-to-day operations. These commonly include:

- Corporate website
- E-commerce site
- Business intelligence reporting system
- Accounting system
- CRM system
- Claims processing system

When a client updates their address, account balance or personal information, some or all of the information must be propagated to these other systems for organizations to maintain a consistent flow of information to their existing business processes and executive reporting applications. Since each of these systems provide access to the information they store in unique ways, seemingly simple requests for information can become complex very quickly.

Key Peregrine Connect Features for CRM

Publish and Subscribe

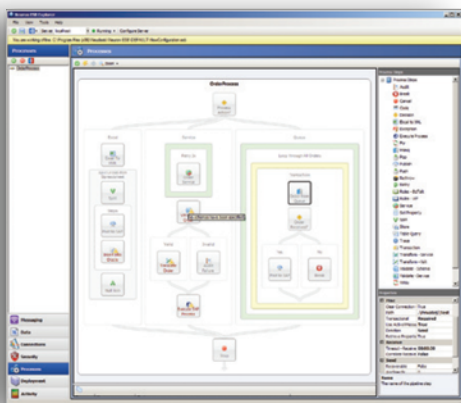Peregrine Connect's CRM publication adapter uses events to drive information from Microsoft Dynamics CRM to other systems in the format they need. Peregrine Connect's Neuron-ESB can inspect the information and create these events based on user-defined criteria. For example, an event may be created only if specific example, an event may be created only if specific data passes a validation rule, or a customer invoice exceeds a specific amount. The Peregrine Connect subscription adapter simplifies the task of integrating information from other systems into Microsoft Dynamics CRM. As a subscriber of topics, such as Order New or Opportunity Won, the CRM system can use the adapter to manage multiple records and multiple entity inserts, updates or deletes of data.

Codeless Integration

Peregrine Connect's Neuron-ESB enables more agile and effective integration across enterprise systems, business processes, and trading partners. Your systems will no longer need hard-coded dependencies. Instead they will rely on configurable service interaction. Peregrine Connect's Neuron-ESB offers codeless connections to Web Services, ODBC, SQL, MOSS, CRM, BizTalk, FTP, Websphere MQSeries, ActiveMQ and more, so it becomes faster and easier to deploy projects.

Real-time Business Process Designer

The real-time business process designer enables businesses to quickly develop message-processing steps without the introduction of complex workflow tools, technologies and specialized skills, significantly specialized skills, significantly extending the threshold of productivity for developers. Businesses can quickly develop rules and decisions that execute against their information in real time, providing avenues of visibility that did not exist before.

KEY FEATURES

- Integrated with Dynamics CRM process designer
- Event-based entity publication
- Multiple entity/payload event publication
- Event based rule execution
- Configurable automated integration
- Real-time business process designer
- Multiple Dynamics CRM operations
- Messaging and integration capabilities

BUSINESS BENEFITS

- Eliminates custom development
- Provides automated integration
- Reduces costs by up to 70%
- Delivers real-time information
- Provides visibility to the business
- Requires minimal training or skills
- Simplifies business processing
- Decreases manual and duplicate data entry
- Provides rapid, scalable integration across organizations