



## CRM XML FEED

### KEY FEATURES

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- Improved Integration  
Development / Deployment  
Speed
- Improved Update  
Performance by up to 300%
- Wide Range of Applications  
can be integrated, as this tool  
doesn't have any  
dependencies on Operating  
System / Database etc.,
- Support for all Oracle CRM  
OnDemand Objects, including  
custom objects
- Sample Applications for  
Integrating to Java / .NET  
Technologies

*CRMIT is a focused and growing market leader in the CRM systems industry. We wish our clients to have the best CRM systems there can be, and have successfully delivered CRM Implementations to many Fortune 1000 businesses. CRMIT's CRM++<sup>®</sup> is a collection of high-value plug-ins to Oracle's CRM OnDemand. These extensions to the standard CRM system are meant to help you generate better value in and out of your CRM system.*

### Industry Trends

None of the Business / Personal Applications today can afford to be stand alone information islands. They always need to talk to each other, using various Integration Technologies. Even this causes some problems, as the number of applications increase, number of integrations we need to create / maintain also goes up exponentially. Hence, the entire industry is moving towards standard based integrations, which can be reused across applications.

XML (eXtensible Markup Language) is a Technology Independent, Platform Independent, Database Independent way of sharing information between various applications. In record time, it has reached a very high level of acceptance, and today almost all applications support XML Data Export / Import as a mandatory feature. Which enables integration reuse and results in cost savings.

### Business Problem

Oracle CRM OnDemand can be integrated to various business applications using Web Services. However, There are many kinds of systems available on the other side, which cannot be standardized.

While building such Integration solutions it is very essential to keep scalability, maintainability and return on investment in mind. Using non-standard technologies for Integration results in load issues and increased costs for future maintenance. Also, Building custom interfaces for legacy applications can be time consuming and very expensive. Hence using industry standard mechanisms such as XML is always advisable.

### Solution Description

CRMIT's XML Feed Integration tool lets you communicate with your Oracle CRM OnDemand data, in the industry-standard XML Format. Toolkit supports all basic operations such as Read, Insert, Update and Delete.



## ORACLE CRM ON DEMAND & CRMIT

### CRM ON DEMAND

Comprehensive CRM for Maximum Results: CRM On Demand offers the most comprehensive set of sales, marketing, and service automation capabilities of any on-demand CRM solution.

### CRMIT CRM++

CRMIT's CRM++<sup>®</sup> is a showcase of CRM extensions pluggable to Oracle CRM On Demand, that bring a host of additional functionality and business value for your Business

This toolkit is designed in such a way that, all inputs and output is in XML format strictly. This means, any application which can accept / give out data in XML format can integration with Oracle CRM OnDemand quickly. This results in agile development, Reusable integration code, Reduced Maintenance costs and less errors.

### Business Benefit

- Any Business application with XML Support can be integrated with Oracle CRM OnDemand in more than 50% Faster time frames
- Wide Range of Applications can be integrated, as this tool doesn't have any dependencies on Operating System / Database etc.,
- Support for all Oracle CRM OnDemand Objects, including custom objects

### Key Features

- Fast Deployment, Easy Configuration
- Proven to increase Integration (Update) performance by upto 300%
- Sample Applications for Integrating to Java / .NET Technologies

### Joint Value Proposition

Oracle CRM OnDemand provides a highly comprehensive yet fast-to-deploy CRM solution, which brings clarity to your sales processes; build loyal, long-term customer relationships; accelerate productivity; boost call center efficiency; and derive customer intelligence, thereby getting a rapid return on your investment. CRMIT has implemented Oracle CRM OnDemand Implementations and Integrations to Customers across the globe, from different business / technical domains. CRM XML Feed for Oracle CRM OnDemand offers an effective, easy and configurable way of reading / updating CRM OnDemand data, using standard XML Data Exchange mechanism.

### Contact Information

To Learn More About "CRM++ CRM XML Feed", You can visit <http://www.crmplusplus.com> Or Contact us directly: [contact@crmit.com](mailto:contact@crmit.com)