

THE TRUSTED LEADER IN DYNAMICS INTEGRATIONS

Scribe is a global provider of application and data integration software and the trusted leader in Microsoft Dynamics integrations. More than 14,000 customers and partners, rely on Scribe's iPaaS to accelerate their integration projects and meet the complex connectivity demands of today's cloud and hybrid environments.



A COMPREHENSIVE PLATFORM FOR DYNAMICS 365 INTEGRATION

Scribe Online is the cloud-based integration platform as a service, or iPaaS, for anyone looking to create deep integrations between business applications rapidly and reliably.

Scribe Online is recognized as an industry leader for:

- Developer productivity
- Ease of use
- Time to value
- Lifecycle management

For Microsoft Dynamics 365 users, Scribe Online provides a single integration platform that can be used to integrate Dynamics 365 modules together or with many other applications, including Salesforce, SAP, NetSuite, Marketo, and HubSpot.

LEARN MORE

This document includes more information about Scribe Online and a case study on Blendtec.

For more information or a free trial of Scribe Online, visit

https://info.scribesoft.com/trl_scribe-online.



CLOUD-BASED DATA AND APPLICATION INTEGRATION

Scribe Online is the cloud-based, integration platform as a service (iPaaS) for IT pros, business analysts, systems integrators, and SaaS providers who need maximum speed and flexibility. Accessible as a secure, multi-tenant, and cloud-based service, Scribe Online allows you to rapidly integrate your critical business applications and data sources using the following services:

› INTEGRATION SERVICES

Accomplish a wide range of integration tasks, from loading text files to real-time data synchronization across multiple applications

› REPLICATION SERVICES

Using a simple, 6-click wizard, you can copy your cloud data to a database or data warehouse for analysis by power users and business analysts.

› MIGRATION SERVICES

Extract, transform and load data simply & efficiently. Copy data from an old application to new one or load production data to a test instance.

INTEGRATE BOTH CLOUD AND ON-PREMISES APPLICATIONS

If you are integrating cloud-based applications, you can build, deploy, manage, and maintain your integrations without ever having to install, download, or host a single piece of software. You can also integrate on-premises or legacy applications using Scribe Online's modern, agent-based architecture. Simply install Scribe Online's lightweight, secure agent behind your firewall or in your public or private cloud. Our agents do not disrupt your firewall and install in minutes.

FASTER, SIMPLER INTEGRATIONS

Uniquely suited for today's fast-paced businesses, Scribe Online allows you to configure complex integrations in less time and with limited budgets and small IT staff. The cornerstone of Scribe Online is its graphical user interface that allows you to create applications by clicking, not coding. It enables people without deep IT programming backgrounds to configure integrations, freeing valuable IT or engineering resources and speeding implementations. The interface is also "self documenting", making it easier for other developers or support staff to understand and maintain integrations.

"EMPLOYING SCRIBE'S CLOUD-BASED DATA INTEGRATION API, LYNTONWEB HAS MADE A BREAKTHROUGH IN HOW EASILY KEY BUSINESS APPLICATIONS CAN BE INTEGRATED."

- Daniel Lynton, founder and CEO, LyntonWeb

SCRIBE ONLINE CONNECTIVITY



BENEFITS SPAN THE ENTIRE INTEGRATION LIFECYCLE

Scribe Online helps your CRM, ERP, and other IT projects succeed by giving you advantages across the entire integration lifecycle, including the design, build, deploy, run and adapt stages. Key features such as the “self documenting” graphical development environment, a full debugger, collaboration features that allow you to better manage integration projects, and a management console for tracking all your integrations, bring you lifecycle management benefits such as:

- Shorter deployment time / faster time to market
- Lower total cost of ownership
- Faster response to run-time issues
- Staffing flexibility
- Reduced tracking and management of target applications
- Agile customization of integrations

RAPID CONNECTIVITY

Scribe Online allows you to rapidly integrate a broad range of business applications without any coding, including:

- ▶ **CRM SYSTEMS** including Microsoft Dynamics CRM, Salesforce, and SugarCRM
- ▶ **MARKETING AUTOMATION SYSTEMS** including IBM Silverpop, Oracle Eloqua, HubSpot, Marketo and Salesforce Marketing Cloud
- ▶ **ERP SYSTEMS** including Microsoft Dynamics (GP or NAV), SAP, and NetSuite.

EMBED SCRIBE ONLINE INTO YOUR SAAS APPLICATIONS

SaaS providers can embed Scribe Online into their application to expand their connectivity and, therefore, their market reach. Focus on your core competency and let Scribe Online handle the integration seamlessly and reliably.

SIGN UP FOR A FREE TRIAL AND GET INTEGRATED

Simply register for a free trial at www.scribsoft.com/products/trial-software/ and you are on your way. Free video help, user guides, samples and examples are available with your trial.

HAVE QUESTIONS?

Contact our sales team, at sales@scribsoft.com or 1.603.622.5109 x1.

Blendtec

Manufacturer Blendtec Improves Order and Warranty Processes with Scribe



blendtec®

BLENDTEC
United States
www.blendtec.com

ABOUT BLENDTEC

Blendtec designs and manufactures the world's safest and most powerful high-speed commercial and residential blenders—used around the world in homes and restaurants as well as in smoothie and coffee shops. All blenders are designed and assembled at the company's Utah facility. Blendtec sells its products direct to consumers and through traditional and online retailers such as Best Buy, Sam's Club, Costco, Bloomingdale's, Target, and Amazon. The company employs about 500 people and generates approximately \$200 million in annual revenue.

As Blendtec experienced rapid growth, the company deployed Microsoft Dynamics AX and Microsoft Dynamics CRM Online to gain more robust ERP capabilities and enhance customer interactions. At the same time, Blendtec wanted to improve operational efficiencies and access to data by integrating the two platforms. Achieving this objective would allow personnel across the entire organization to access real-time information from just one application rather than bouncing back-and-forth between systems.

SCRIBE CONNECTORS ENABLE INFORMATION TO EASILY FLOW ACROSS MULTIPLE SYSTEMS

To solve the integration challenge, Blendtec turned to Scribe Insight. With pre-built connectors that make it easy to exchange data between Dynamics AX and Dynamics CRM Online, Scribe allows the Blendtec sales, marketing and customer service teams to keep working in Dynamics CRM Online when they need to access operational data in Dynamics AX—including product, serial number and customer order information. This makes it much easier to provide both retail customers and end-user consumers with immediate information.

The accounting team and other personnel such as shipping, production and purchasing—who primarily work in Dynamics AX—also have instant access to real-time information on customers and new accounts imported by Scribe from Dynamics CRM Online. Scribe

“Scribe has made a dramatic difference to our customer service operation. Scribe has significantly improved our ability to process website orders and to quickly handle customer inquiries without the need for additional research.”

- Neil Shelley, Business Systems Team Lead, Blendtec

connectors also stage the ERP and CRM data so that it flows more easily into the Microsoft Power BI business intelligence platform. From there, senior management can view reports that help them analyze KPIs and make informed decisions on how to best run the company.

INTEGRATIONS ENABLE DATA-DRIVEN DECISION-MAKING

In addition to deploying Scribe for integration between Dynamics AX and Dynamics CRM Online, and to stage data for Power BI, Blendtec also relies on Scribe to pull information from the company website into Dynamics CRM Online. The data integrations across all of these systems generate several key results.

For example, product warranties and returns are now tracked more accurately so that Blendtec provides warranty services and grants return credits only when products properly qualify. And with more real-time visibility into the status of inventory and orders—including orders submitted to the company website—the sales and service teams can now respond more quickly to customer inquiries. With Scribe enabling website order information to flow automatically into Dynamics CRM Online, Blendtec can also more quickly identify fraudulent orders as well as legitimate orders with incomplete information.

By integrating data across multiple systems, Scribe has in effect helped integrate Blendtec at an organization level—eliminating processes that are inefficient due to a lack of information. Personnel across the entire organization can now access more complete information on customers and products so the company as a whole can provide a higher level of service and keep operations functioning more efficiently.

Blendtec has set the stage to gain additional operational efficiencies because it can also use Scribe to bring data from different systems into Microsoft Power BI, its business intelligence solution, and deliver a more accurate measurement of Blendtec's key performance indicators (KPIs). As a result of enhancing the overall flow of data across the company, Blendtec has begun its journey towards becoming a data-driven business for making decisions—where many more people throughout the organization can gain easy access to real-time, accurate information.

CHALLENGE: REDUCE WARRANTY AND SERVICE COSTS BY IMPROVING INFORMATION ACCURACY BETWEEN THE ERP AND CRM SYSTEMS

- Lack of integration between the CRM and ERP systems made it difficult for service teams to know the warranty periods for certain customers, leading to higher warranty/service costs.
- Service team had to look in multiple systems to process a single warranty request—using the ERP system to facilitate a replacement order and using the CRM system to enter notes. This was inconvenient and information quickly became out-of-date.
- The Goal: Provide service and sales teams—which used the CRM system—with product, purchase, warranty, and other data stored in the ERP and other systems.

“Scribe breaks down our organizational data silos so information doesn't live and die in isolated systems. With Scribe we can move data at will—it has vastly reduced the effort required to get necessary data in front of our decision makers. Scribe also enables our staff to look at any data—from within the application they use most often.”

- Sven Haynes, Director of Information Technology, Blendtec

SOLUTION: SCRIBE INSIGHT CONNECTS CRM, ERP AND OTHER BUSINESS SYSTEMS

- Scribe's robust Dynamics CRM Online and Dynamics AX connectors provide real-time data synchronization between the cloud and on-premises applications.
- Scribe's Web Services connection links website orders with the ERP and CRM systems.
- Warranty information (including serial numbers and order information, such as shipment tracking numbers), which was previously available in the ERP system, is made available in the CRM system for the Service team to access.
- Scribe's replication services pushes data into Microsoft Power BI to generate sales reports and inventory aging reports.

RESULTS: LOWER WARRANTY COSTS, BETTER CUSTOMER SERVICE AND MORE ACCURATE SALES AND INVENTORY METRICS

- Warranty costs have dropped because Blendtec is no longer providing free warranty services due to a lack of warranty or product information.
- The time to close customer service cases dropped dramatically because customer service agents can now handle customer inquiries without the need for additional research.
- Customers receive information on shipments and orders in real time—an important step toward creating a portal for customer self-service.
- KPI and operational reports from Power BI help Sales get a more accurate picture of gross and net sales (with returns taken into account) and enable the shipping department to get a real-time view of inventory.



Scribe Software Corporation
150 Dow Street
Manchester, NH 03101, USA
p: 1.603.622.5109
f: 1.603.622.3862
sales@scribesoft.com
www.scribesoft.com

EMEA Office
Scribe Software BV
Bezuidenhoutseweg 161
2594 AG Den Haag, NLD
phone: +31 (0) 70-8200322