



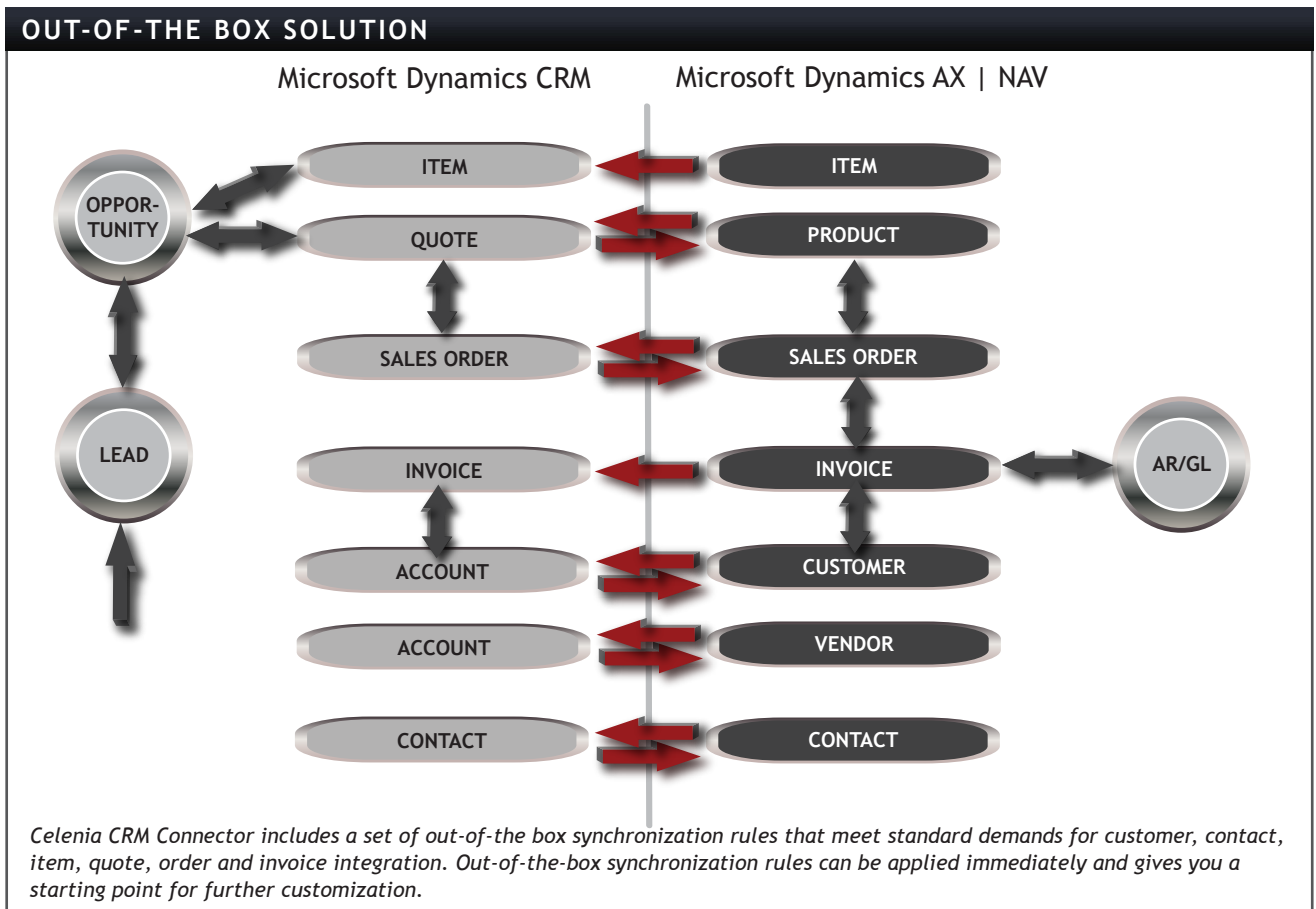
CELENIA CRM CONNECTOR *for Microsoft Dynamics AX | NAV*

Microsoft Dynamics™ for Partners



TWO BUSINESS LOGICS INTO ONE

Celenia CRM Connector connects the sales and marketing processes supported by Microsoft Dynamics CRM with the financial processes in Microsoft Dynamics AX | NAV and ensures that your organization has up-to-date customer information and an integrated order and invoicing process.



Enterprise applications are often purchased from different vendors over several years, resulting in a variety of applications running on several platforms. Because each application has been designed to fulfill a specific task, integration with other applications has not been common. Consequently, integration of internal business applications such as CRM and ERP has been time-consuming and expensive.

Disparate systems not only struggle with the issue of integration, but also of synchronization. In the past, the answers to enterprise application integra-

FEATURES

- > Full integration between Microsoft Dynamics CRM and AX | NAV
- > Full business process integration
- > Out-of-the-box solution
- > Customizable solution with easy-to-use graphical tool
- > Small footprint in CRM and ax | NAV: Easy installation and maintenance
- > Error notification

tion problems have often been complicated and costly. Not any longer. Celenia CRM Connector for Microsoft Dynamics AX | NAV easily automates and streamlines the flow of an organization's internal business data. With Celenia CRM Connector for Microsoft Dynamics AX | NAV, integration can be achieved at far lower costs than development of custom communication applications. Furthermore, Celenia CRM Connector for Microsoft Dynamics AX | NAV facilitates more accurate and efficient internal data exchange and application level integration than can be achieved by manual processes.

Full integration between Microsoft Dynamics CRM and Dynamics AX | NAV

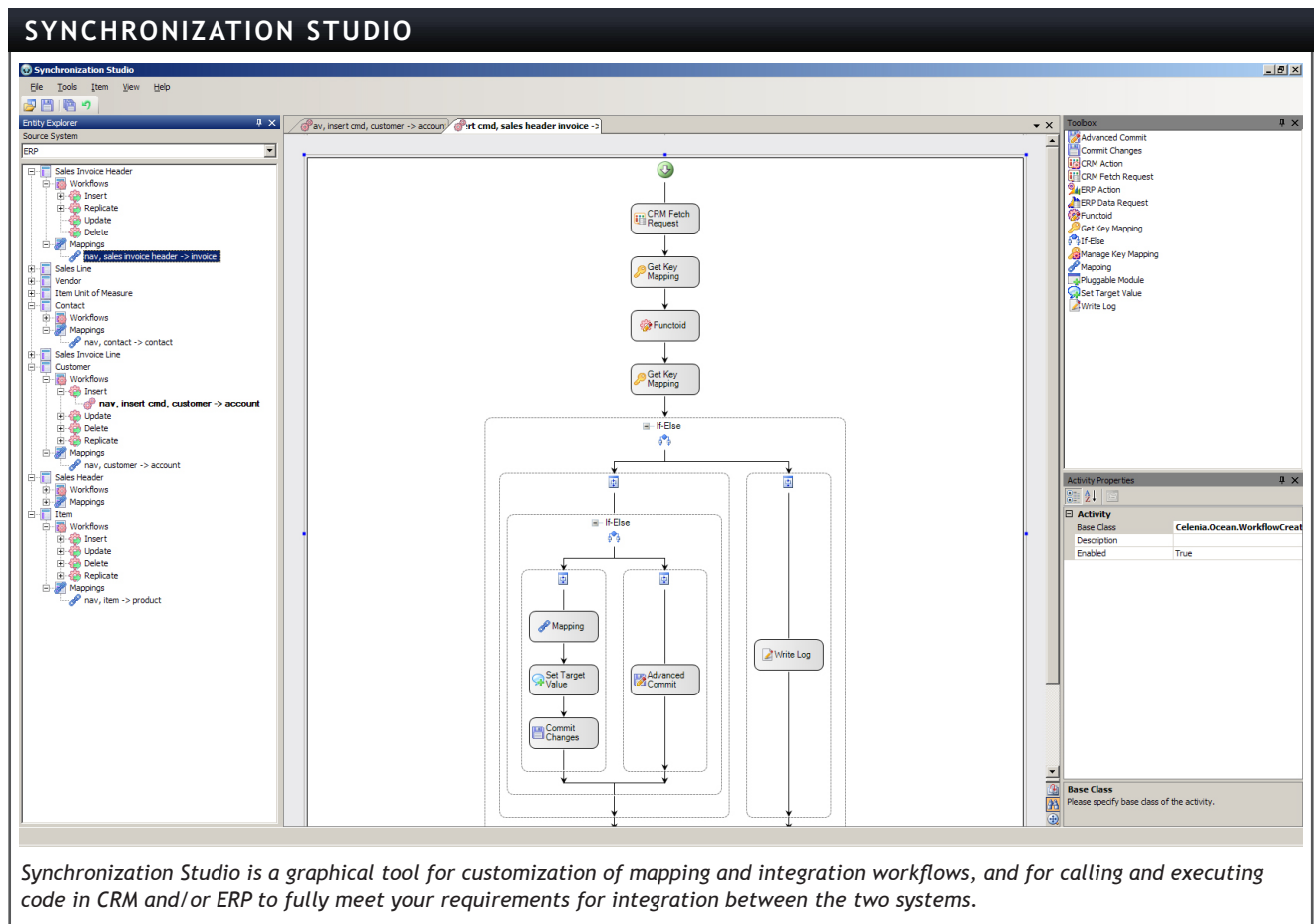
Celenia CRM Connector performs two-way synchronization between Microsoft Dynamics AX | NAV and CRM, ensuring that all data are updated in both applications at all times.

Full business process integration

Celenia CRM Connector supports integration and automation of business processes across Microsoft Dynamics AX | NAV and CRM and ensures data integrity, for instance the order and invoicing process: When a sales representative creates a quote in the CRM system and converts it to an order, it can automatically be posted and invoiced in the ERP system, and the invoice can be replicated back to the CRM system to inform the sales representative what has been invoiced.

Out-of-the-box solution

Based on our previous experience with CRM-to-ERP and ERP-to-CRM synchronization, we have created a set of out-of-the box synchronization rules that meet standard demands for customer, contact, item, quote, order and invoice integration. Out-of-the-box synchronization rules can be applied im-



mediately and give you a starting point for further customization.

Customizable solution with easy-to-use graphical tool

Celenia CRM Connector includes standard integration of customers, contacts, quotes, orders and invoices. The new Synchronization Studio is a graphical tool for customization of mapping and integration workflows, and for calling and executing code in CRM and/or ERP to fully meet your requirements for integration between the two systems.

Small footprint in CRM and NAV: Easy installation and maintenance

The core of Celenia CRM Connector has a very small footprint in the CRM and ERP systems. This makes installation easier and the cost of

maintaining integration lower as it enables you to upgrade your CRM or ERP system with a minimum of changes.

BENEFITS

- > Streamlines business processes across your organization and systems
- > Increases the efficiency of your sales force
- > Empowers employees with up-to-date data
- > Reduces manual work
- > Eliminates errors

SYSTEM REQUIREMENTS

Microsoft Dynamics CRM	>	Version 3 and 4 (on premise and hosted)
Microsoft Dynamics NAV	>	Version 3.70, 4.0, 5.0
Microsoft Dynamics AX	>	Version 3 and 4
Windows	>	Windows Server 2003

How to buy

For end users: All Celenia Add-on Products and Partner Services are sold exclusively by Microsoft Partners worldwide. To purchase Celenia products or services, please contact your Microsoft Dynamics Partner.

For Microsoft Partners: Celenia Software offers products and services within the area of Microsoft Dynamics AX|NAV|CRM to Microsoft Partners all over the world. Our products and services are available and readily accessible to all Microsoft Partners. To get started, just register at Celenia PartnerZone.

Celenia Add-on Products: At Celenia PartnerZone, registered Celenia partners can download free evaluation licenses of our add-on applications for a limited period, both for in-house use and for resale purposes.

Celenia Partner Services: Celenia Upgrade Services, Application Development & Services, and Custom-built Solution Services. To get more information and find out how we can help you boost your business, contact us.

We look forward to welcoming you.

Celenia Software

Celenia Software offers Partner Services and Add-on Products to independent software vendors and partners within the area of Microsoft Dynamics AX|NAV|CRM. Our state-of-the-art Development Centers in Ukraine deliver high-quality solutions.

Celenia Partner Services offers Value Added Sourcing of Application Development & Maintenance, Custom-built Solution Services, and Upgrade Services within Microsoft Dynamics.

Celenia Add-on Products offers a range of applications and components for Microsoft Dynamics, which enable partners to increase their productivity and offer their customers great software solutions and business opportunities.

At Celenia's headquarters in Aalborg, Denmark, 25 people work with management, project management, software design, marketing, and sales. Our American operations are based in Atlanta, Georgia. Furthermore, we have sales representatives in Redmond, Washington and in London, UK.

At our Development Centers in Ukraine, 350+ software professionals work on Celenia's products and partner projects.

All Celenia Partner Services and Add-on Products are distributed exclusively by Microsoft Partners worldwide.