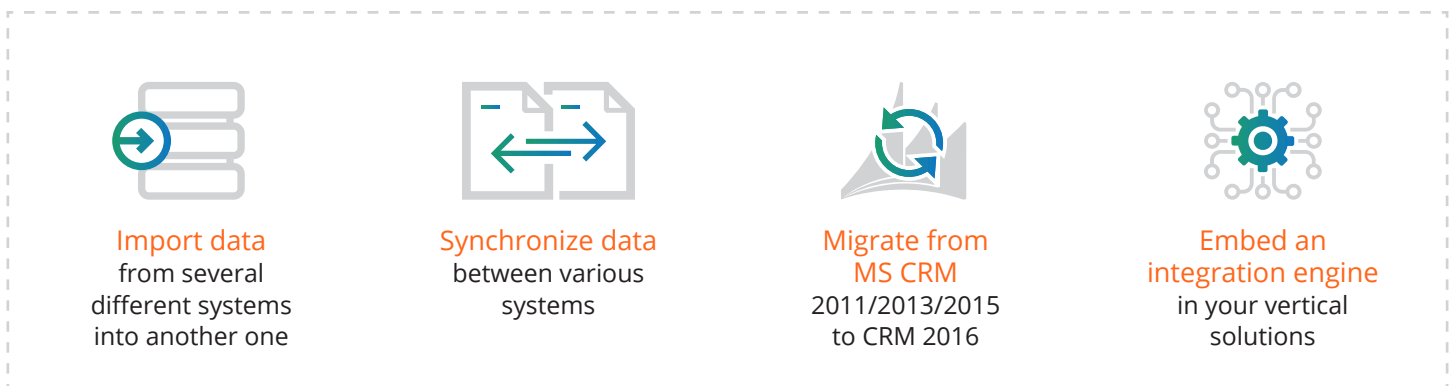
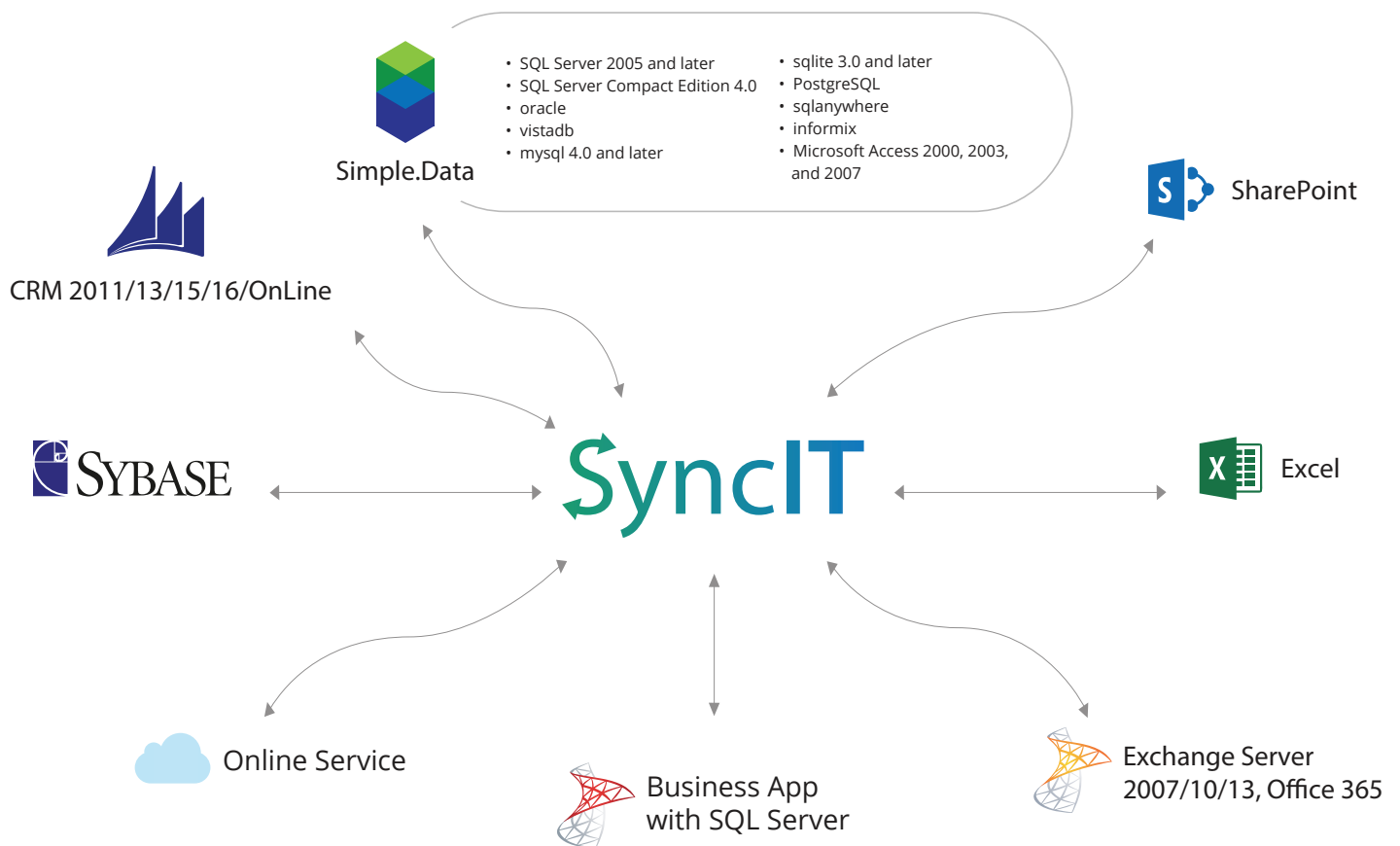


SyncIT: Data Integration Platform

A universal data integration platform that helps to synchronize data between various systems



SyncIT allows to quickly configure data synchronization between the following systems

▲ **Simple.Data:**

- SQL Server 2005 and later
- SQL Server Compact Edition 4.0
- oracle
- vistadb
- mysql 4.0 and later
- sqlite 3.0 and later
- PostgreSQL
- sqlanywhere
- informix
- Microsoft Access 2000, 2003, and 2007

▲ **SharePoint**

- ▲ Exchange Server
- ▲ two or more instances of MS CRM
- ▲ Sybase
- ▲ Excel
- ▲ Business App with SQL Server

Would you like to know some technical details?

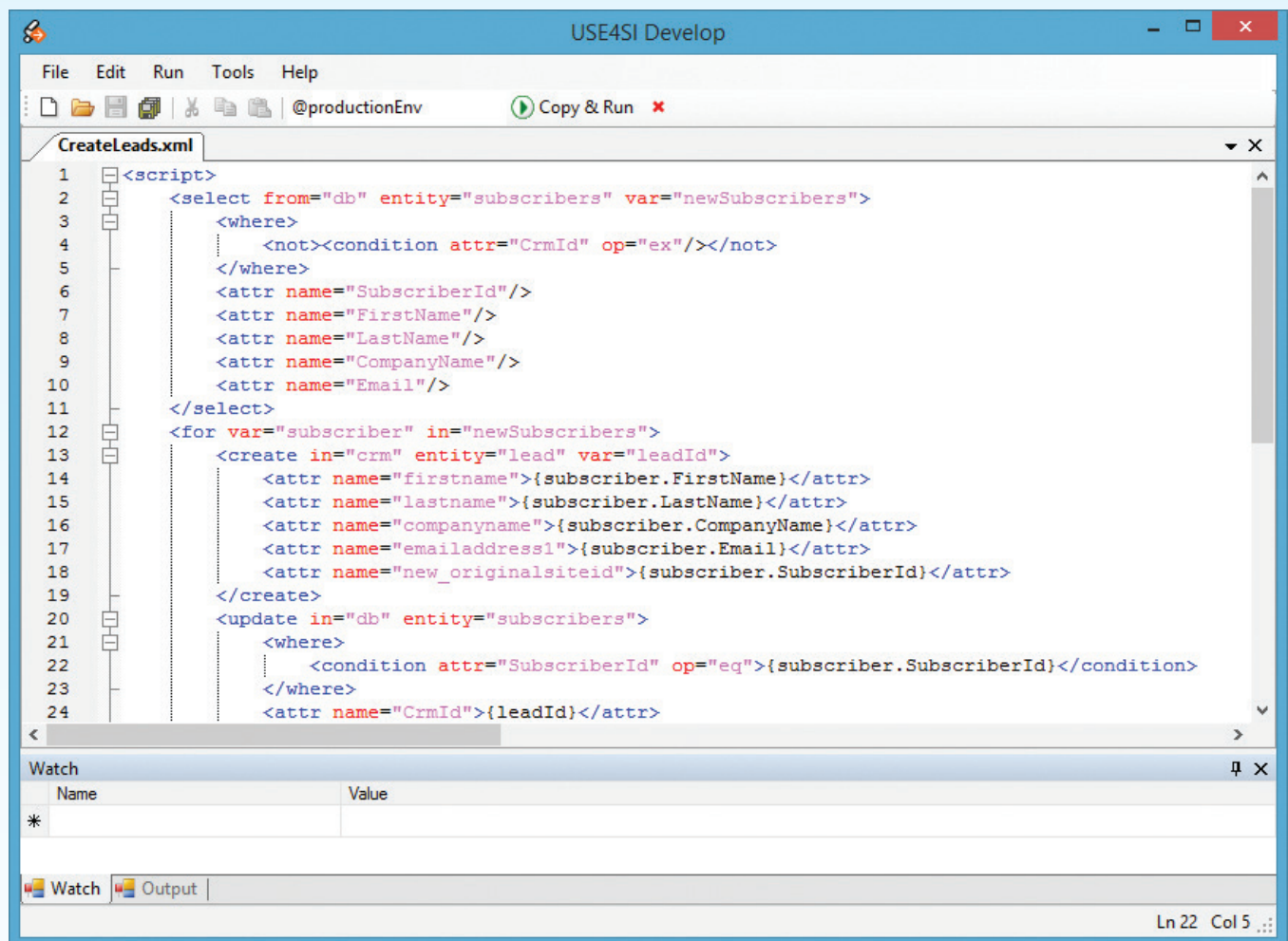
Components

SyncIT consists of two main components:

- ▲ A job based platform that performs a set of jobs load balanced across different nodes and processes of the system
- ▲ A script engine that takes text scripts, parses them and then translates each of them into a set of commands performed against data sources.

Script Syntax

The text scripts have XML Syntax similar to MS CRM Fetch XML



```
1 <script>
2 <select from="db" entity="subscribers" var="newSubscribers">
3   <where>
4     <not><condition attr="CrmId" op="ex"/></not>
5   </where>
6   <attr name="SubscriberId"/>
7   <attr name="FirstName"/>
8   <attr name="LastName"/>
9   <attr name="CompanyName"/>
10  <attr name="Email"/>
11 </select>
12 <for var="subscriber" in="newSubscribers">
13   <create in="crm" entity="lead" var="leadId">
14     <attr name="firstname">{subscriber.FirstName}</attr>
15     <attr name="lastname">{subscriber.LastName}</attr>
16     <attr name="companyname">{subscriber.CompanyName}</attr>
17     <attr name="emailaddress1">{subscriber.Email}</attr>
18     <attr name="new_originalsiteid">{subscriber.SubscriberId}</attr>
19   </create>
20   <update in="db" entity="subscribers">
21     <where>
22       <condition attr="SubscriberId" op="eq">{subscriber.SubscriberId}</condition>
23     </where>
24     <attr name="CrmId">{leadId}</attr>
```

Name	Value
*	

Ln 22 Col 5

Text scripts support all standard operations such as create, update, delete, read as well as conditional operators and loops.

Extendibility

The SyncIT functionality can be easily extended by developers:

- ▲ A new connector can be written to provide access to any third party system.
- ▲ C# code can be called directly from a script to implement specific custom logic.

A Powerful Migration Engine

- ▲ You can create a custom mapping between two different data sources.
- ▲ You can use custom queries for data retrieving
- ▲ All types of fields are supported

AttributeMapperForm

Specify mappings between source database values and target MS CRM values

Mapping name

Specify parameters of target attribute

Target entity

Target attribute

Specify source database values

Database query

(EX: Select Key ,Value from tablename)

Specify value mapping

Target value

Source value

CRM value	Source database value
Accountant	Accountant
Broker	Broker
Bank	Bank
Business Club	Business Club

PartnersDemo - Use4si Data Import

Project

Entity Mapping Value Mapping Dictionaries

Specify mappings between source database entities (tables) and target MS CRM entities

Name
CONTACT-contact
CUSTOMER-account
OPPORTUNITY-opportunity

Specify mappings between source database entity CONTACT columns and MS CRM entity contact

Name	Source database attribute name	Target CRM attribute name
CONTACT_ID	CONTACT_ID	new_externalkey
parentcustomerid (Company Name)-CUSTOMER_ID	CUSTOMER_ID	parentcustomerid
address1_city (Address 1: City)-CITY	CITY	address1_city
address1_country (Address 1:Country)-COUNTRY	COUNTRY	address1_country
address1_line1 (Address 1: Street 1)-ADDRESS_LINE1	ADDRESS_LINE1	address1_line1

SyncIT cases



MS CRM to MS CRM



bidirectional synchronization
for all entities



MS CRM to MS CRM



import data from old version
of MS CRM to a new one



MS CRM to Sharepoint



bidirectional synchronization
for contacts, accounts



MS CRM to Exchange



bidirectional synchronizations,
email, appointments



Elite to MS CRM



financial information
synchronizations

Deltek

Deltek Vision to MS CRM



import contacts, accounts,
opportunities, activities

Deltek

Deltek Ajera to MS CRM



import contacts, accounts,
employees, projects, proposal

Deltek

Deltek Vision to MS CRM



import projects,
accounts, contacts



Microsoft AX to MS CRM



import contacts, accounts,
employees, projects

Deltek

MS CRM to Deltek Vision



import contacts, accounts,
opportunities, activities, projects



InsideView to MS CRM



import contacts, accounts,
projects



SugarCRM to MS CRM



import contacts, accounts,
activities etc.



ContactEase to MS CRM



import contacts, accounts,
activities etc.



Interaction to MS CRM



import contacts, accounts,
activities etc.



AdvancedMD to MS CRM



bidirectional synchronization
for demographic data



Data from complex
equipments to MS CRM



the data retrieves from controllers
by use web api



CSV to MS SQL DB to CSV



data quality
processing



Needles to MS CRM



bidirectional synchronization
for cases