

# SCRIBE DATASHEET

Scribe Online is a cloud tool which offers migration and integration services from and to cloud-based and on-premise applications.

Scribe aims to take the hassle out of the integration process and provides dozens of built-in connectors for different technologies and apps to help accelerate integration projects. The cloud-based service makes the whole process simpler, easier and quicker by offering a graphical, code-free interface and an array of pre-built connectors.

Scribe allows businesses to create real-time integrations between for example CRM and ERP, CRM and Marketing Automation or CRM and financial systems. It also helps drive seamless migration of data between business applications. For instance, this can be extremely important for companies wanting to move from their legacy CRM to Workbooks.



## USE CASE EXAMPLES

Imagine your customers were to place an order on your website. The record of that purchase may be stored in a separate system. Using Scribe Online, business logic can be applied to automatically replicate the order in Workbooks to enable a 360 degree view of your customers and a central record of all transactions and touch points.

Imagine connecting your CRM and ERP systems to support your business processes: synchronise your ERP database tables and automate the currently manual import of the daily file, which may include data such as shipping addresses, contacts and financial summaries; synchronise information from ERP database tables to provide your Sales and

Marketing teams with more detailed information to support current Sales requests and future Marketing programs (order history – including line items, stock availability, delivery capabilities etc.)

Imagine you are not happy with your current CRM and want to change and move to Workbooks. The Scribe connector can take away a lot of the data migration headache. Workbooks can set up a connection with your current system and any data that is updated here is synced and moved into Workbooks so there is no loss of data. Having migrated many CRM customers onto our platform, leveraging Scribe and our data migration methodology, we can guarantee quick time to value.

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