



# Solution Overview

## Cast Iron for Oracle CRM On Demand



*"The Cast Iron Integration Solution enabled us to get our Oracle CRM On Demand application up-and-running quickly to meet critical deadlines. We were able to integrate with our ERP system in just days using their drag-and-drop interface without writing any code."*

Asdrubal Macias  
Sr. Director of Information Technology



*"We believe that integration appliances will play a critical part in the growth, acceleration & acceptance of Software-as-a-Service."*

L. Frank Kenney  
Research Director

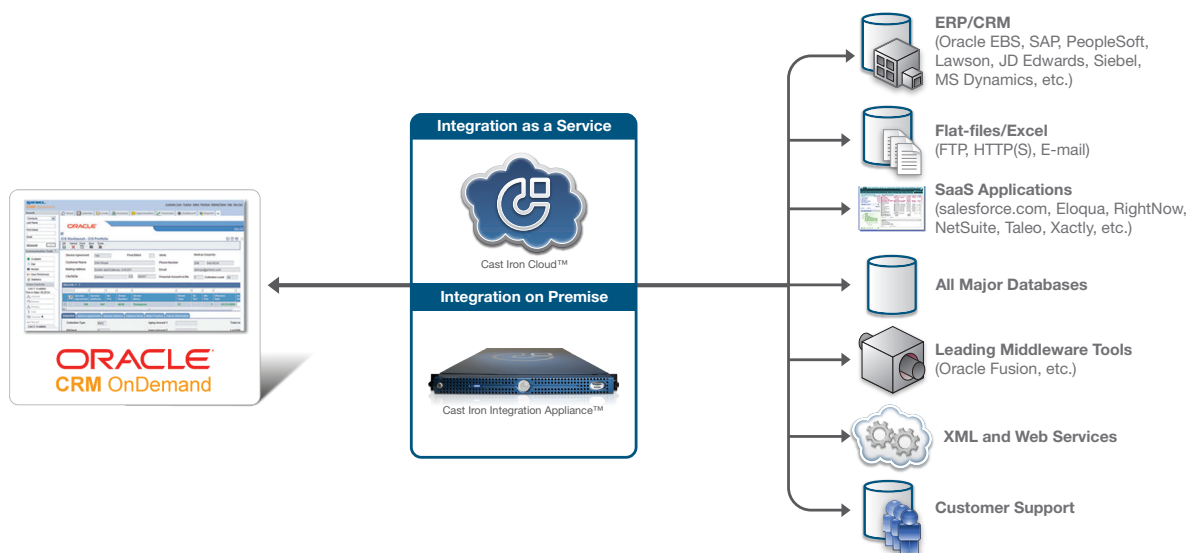
### Integrate Oracle CRM On Demand – In Just Days!

You selected Oracle CRM On Demand to enable your business to service your customers more effectively. Now you need a simple way to synchronize your leads and manage sale opportunities, customers, products, prices, order history and more between Oracle CRM On Demand and your existing applications, giving you a 360° view of your customers. But you don't want to embark on lengthy projects requiring you to hire expensive middleware specialists and manage a multitude of complex software solutions. Sound familiar?

That's why Cast Iron Systems created a fast and simple solution designed specifically for integrating Oracle CRM On Demand with other applications. The Cast Iron Integration Solution uses a "configuration, not coding" approach that dramatically simplifies application migration and integration projects and enables you to complete them in days.

### Connect Oracle CRM On Demand with Your Enterprise

Most Oracle CRM On Demand customers need to rapidly synchronize sales data — such as leads, accounts, opportunities and forecasts — with a variety of systems including ERP, CRM, and custom applications. Just as Oracle CRM On Demand has simplified sales automation with it's web-based approach, the Cast Iron Integration Solution has dramatically simplified application migration and integration for Oracle CRM On Demand customers.



**Integrate Oracle CRM On Demand With Your Enterprise in Days**

## Accelerate Your Oracle CRM On Demand Integration Projects:

The Cast Iron Integration Solution for Oracle CRM On Demand is self-contained and provides everything needed to migrate data and integrate Oracle CRM On Demand with other applications and endpoints. The Cast Iron solution provides the following key features to simplify and accelerate data migration and integration with Oracle CRM On Demand:



### Migration and Data Quality



**Data Profiling:** Assess the quality of your data before commencing data migrations

**Intelligent Data Cleansing:**

- Duplicate Removal (de-duplication): Combine data from various different sources and remove duplicate values
- Fuzzy Lookup: Configure sophisticated rules to highlight errors and fix them

**Data Enrichment:** Perform lookups with third-party providers to enrich your data

### Integration and Extraction



**Connectivity:** Configurable connectivity to hundreds of applications and end-points

**Transformation:** Drag-and-drop UI for data transformations

**Workflow:** Visual interface for designing workflow rules

**Management:** Easy manageability through single web-based console

### TIPs and PIPs

With thousands of successful customer integrations, Cast Iron leverages a wealth of integration experience to provide a comprehensive set of template integration processes (TIPs). These TIPs are offered for the most common integration scenarios between a number of enterprise applications like Oracle, salesforce.com, SAP, etc. and eliminates the need to build your integrations from scratch. You can simply log in via your browser, select the template that best suits your requirements and enjoy proven, supported and certified processes. The TIPs can also be further customized to meet your specific needs using a simple configuration wizard.

CAST IRON CLOUD™ User: mark@castiron.com logout

Template Processes Integration Manager

Browse the Cast Iron repository of Template Integration Processes (TIPs) and Packaged Integration Processes (PIPs).

oracle   Advanced

Category	Name	Source	Target	Version
USECASES	T0036 - Oracle DB to NetSuite Customer	Oracle	NetSuite	1.0
USECASES	T0028 - Load customer CSV file from FTP to Oracle	CSV File (FTP)	Oracle Database	1.0
USECASES	T0029 - Post Customer data to an Oracle database	CSV File (HTTP)	Oracle Database	1.0
USECASES	T0024 - CSV to NetSuite Accounts	FTP	NetSuite	1.0

▼ Details

## What Problems Does the Cast Iron Integration Solution Solve?

The Cast Iron Integration Solution for Oracle CRM On Demand rapidly solves a variety of data migration and integration problems that involve both internal and external applications. Problems that need synchronization, either real time or batch, between Oracle CRM On Demand and other systems are easily solved with Cast Iron. Companies in industries ranging from manufacturing, retail, and consumer goods to energy, transportation and logistics use Cast Iron's solution for Oracle CRM On Demand to solve problems like these:

### Integration Problems Solved

Synchronize data in real time between Oracle CRM On Demand and other systems:

- Data migration from other CRM systems
- Accounts and contacts with ERP customer master
- Opportunities with order management systems
- Forecasts, tasks and appointments with other CRM systems
- Leads and campaigns with marketing automation systems
- Activity history and service requests with external reporting systems
- Invoices with billing systems
- And many more...

### Connect Oracle CRM On Demand With:

- ERP systems including Oracle EBS, JD Edwards, SAP, NetSuite, Lawson, Great Plains, PeopleSoft, BAAN, QAD, etc.
- CRM systems including Siebel, salesforce.com, Clarify, Remedy, etc.
- Customer support systems
- All major databases including Oracle, DB2, SQL Server, mySql, Informix, Sybase, etc.
- Middleware, including Oracle Fusion, and all major EAI platforms
- Flat-files using FTP, HTTP(S), E-mail
- SaaS applications including Eloqua, Right90, Big Machines, Xactly, and White Springs
- XML and Web Services
- Custom applications
- And many more...

## Why Choose the Cast Iron Solution for Oracle CRM On Demand Integration?

The Cast Iron Integration Solution for Oracle CRM On Demand enables IT Departments to be nimble and responsive to the needs of the business. This Integration Solution has been specifically engineered for Oracle CRM On Demand and contains everything needed to complete integration projects in days.

### Fastest Time to Market:

- No software to install or manage
- Graphical configuration, not coding
- On demand library of pre-built Template Integration Processes (TIPs) for the most common integration scenarios



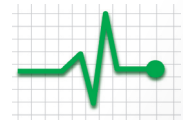
### Lowest Costs:

- Low monthly subscription pricing
- Up to 80% lower maintenance costs vs. software-based alternatives
- No need to maintain multiple components including hardware, web servers, databases, integration brokers, etc.



### Simplest Monitoring and Management:

- 100% remote management and administration
- Proactive alerting of data and connectivity errors
- Monitor from anywhere, anytime



### Most Rapid, Efficient Development:

- Unmatched flexibility - can be deployed via an on-premise Integration Appliance or the integration-as-a-service Cast Iron Cloud
- 100% standards-based: no reliance on niche middleware skills
- Pre-configured for use with Oracle CRM On Demand objects including Appointments, Contacts, Leads, Service Requests, etc.
- Pre-built connectors for major ERP applications, all major databases, flat-files, Web Services, messaging systems, and more



## Cast Iron Product Offerings

The Cast Iron Integration Solution for Oracle CRM On Demand comprises two deployment options — the on-premise Integration Appliance™ and the Cast Iron Cloud™. Together the flexibility of these options provide a seamless transition between on-premise and cloud environments as a company's application landscape changes to "future-proof" technology investments. While these options share the same technology foundation, each is designed to meet specific customer needs:

### Cast Iron Cloud™



Cast Iron Cloud™

The Cast Iron Cloud for Oracle CRM On Demand is our integration-as-a-service solution. Using a "develop once, deploy anywhere" approach, the Cast Iron Cloud is ideally suited for Oracle CRM On Demand customers with a majority of their applications based in the Cloud and want no infrastructure on-premise.

### Cast Iron Integration Appliance™



Cast Iron Integration Appliance™

The Cast Iron Integration Appliance™ for Oracle CRM On Demand is our on-premise integration solution. Useful for Oracle CRM On Demand customers with a majority of their applications based on-premise that seek a standards-based platform and find software-based integration solutions too complex. Also available as a virtual appliance that can be installed on a company's own hardware.



*"Cast Iron Systems allowed us to integrate Siebel in 30 days."*

Rick Parkinson,  
Chief Information Officer



*"It's certainly easy to install, and the graphical mapping and workflow design tools are a boon to companies with limited IT resources."*

## Functional Specifications

- Pre-built connectivity to Oracle CRM On Demand
- Support for all major Oracle CRM On Demand entities such as Account, Contact, Lead and Service Request
- Low monthly subscription pricing
- 24 x 7 production support
- No restrictions on number of users
- Powerful data migration and data quality features
- Standards-based connectivity with third-party data enrichment tools
- Rapid integration with Template Integration Processes (TIPs) and self-guided wizards

- Out-of-the-box connectivity to hundreds of enterprise and custom applications
- Optimized for high-throughput projects
- Graphical data transformation
- Rules-based workflow
- Lights-out management and error notification
- Out-of-the-box data and connectivity error processing
- Guaranteed delivery of transactions
- Web-based monitoring of integrations
- Secure management and data communication
- Bi-directional real-time and batch integration

The Cast Iron Integration Solution can solve a broad range of integration problems. Whether it's a simple point-to-point application connectivity problem, complex orchestration across multiple applications or a mission-critical process requiring high availability, Cast Iron has an Integration Solution that will be the simplest solution to implement.

The Cast Iron Integration Solution is revolutionizing application integration by delivering simplicity. In the complex world of application integration, companies find the Cast Iron Integration Solution to be the simplest way to complete their integrations in days, and for 80% less cost.

Visit [www.castiron.com](http://www.castiron.com) for more information.



2593 Coast Avenue, Mountain View, CA 94043 • Tel: 650.230.0621 • [www.castiron.com](http://www.castiron.com)

Copyright © 2008 Cast Iron Systems, Inc. Cast Iron Systems, Cast Iron, Cast Iron Systems logo, Cast Iron Cloud, Cast Iron Integration Solution, Cast Iron Integration Appliance, iA2500, iA4000, iA4000HA and Integrate in Days are trademarks of Cast Iron Systems, Inc. All other registration marks are the property of their respective owners. Specifications subject to change without notice. OracleCRM\_SO\_v03r10