



## Oracle CRM On Demand Integration-Web Services and Web 2.0

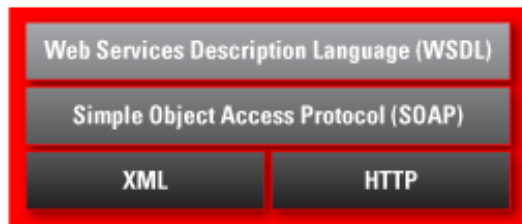
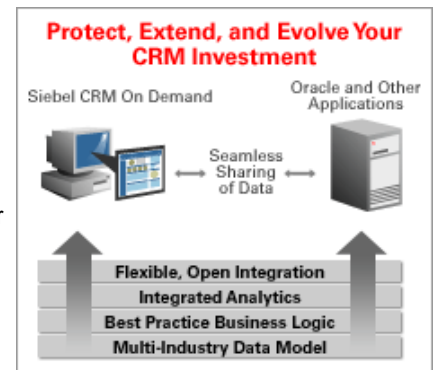
### Does the Left Hand Know What the Right Hand is Doing?

If your business is like many, the answer is no. You need to integrate all the silos of information and processes in your enterprise to quickly, easily get the big picture and operate more efficiently. And Intelenex, together with Oracle CRM On Demand can help you do that.

Oracle CRM ON Demand is the only solution available on the market that provides Web Services support as well as pre-built integration to Oracle business applications and other applications to fully integrate your extended enterprise with the power of CRM.

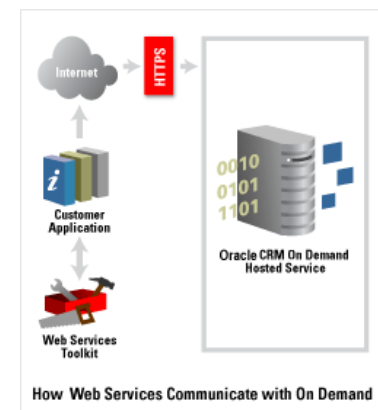
You'll get true real-time integration capabilities that go beyond simple data sharing and enable you to deploy end-to-end business processes across applications.

You'll also get a comprehensive set of flexible Web Services APIs based on XML/SOAP standards to enable custom integrations. Oracle CRM ON Demand can help your enterprise work faster and be more agile to improve the customer experience, increase revenue and lower operating costs.



### Use the Environments You Know

With Oracle CRM ON Demand, you won't have to worry about learning new development environments. Use what you know: IBM WebSphere, Microsoft .NET or BEA WebLogic. With these tools, you can leverage a comprehensive set of XML/SOAP APIs for accessing our solution and business logic and data services to retrieve, modify, create, delete and synchronize information. Create a custom add-on module to streamline a unique quote creation process. Create additional utilities to perform mass data cleanup operations.



### Expand Your Integration Capability

The Web Services On Demand API lets you build programs for myriad integrations, including CRM and back-office applications to retrieve real-time sales, marketing and service information or CRM and front-office applications such as QuickBooks and GoldMine. You can also build Web-based portal applications, including customized Web-based applications using Active Server Pages, Java Server Pages or similar technology, and custom add-on modules to extend Oracle CRM On Demand functionality.

To better serve customers, you may need to leverage data and functionality from Oracle CRM ON Demand in combination with third-party systems. Use Custom Web Tabs and Web Links to save time and clicks. With custom Web Tabs, you can embed information and screens from third-party systems into a custom tabs within Oracle CRM ON Demand.

**Contact Intelenex for a Free Assessment of your integration needs:**  
Ph: 866.847.4492 email: [info@intelenexinc.com](mailto:info@intelenexinc.com) [www.intelenex.com](http://www.intelenex.com)



As Oracle's Titan Award winning partner, Intelenex provides functional and technical expertise in implementing CRM on Demand, and is the recognized leader in integrating CRM On Demand with Oracle EBS, SaaS\*, and other 3rd party applications.