



Highlights

- Speeds up time to implementation for SugarCRM integration projects with “configuration, not coding” approach
 - Offers cost savings with low monthly subscription rate and up to 80 percent lower maintenance costs than other software-based options
 - Features prebuilt connectors and prepackaged integration processes to simplify and accelerate SugarCRM integration projects
 - Eases monitoring and management with anytime, anywhere monitoring and complete remote management and administration
 - Streamlines development without the need for specialized middleware skills (standards-based)
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IBM WebSphere Cast Iron Cloud integration

Integrate SugarCRM in days

You purchased SugarCRM. Now you need to synchronize a master list of customers, products, prices, previous order histories, and more, between SugarCRM and existing corporate systems.

But you don't want to start a lengthy project requiring deep migration and integration expertise and complex software. Does this sound familiar?

WebSphere® Cast Iron Cloud integration for SugarCRM is a fast and simple solution specifically for integrating SugarCRM with other applications. WebSphere Cast Iron Cloud integration uses a “configuration, not coding” approach to enable SugarCRM customers to complete migration and integration projects in days.

Connect SugarCRM with your enterprise

Most SugarCRM customers need to rapidly synchronize sales and customer support data—such as leads, contacts, accounts, opportunities, orders and support cases—in real time with a variety of other systems including ERP, CRM and custom applications. The “configuration, not coding” approach used by WebSphere Cast Iron Cloud integration dramatically simplifies application migration and integration for SugarCRM customers.



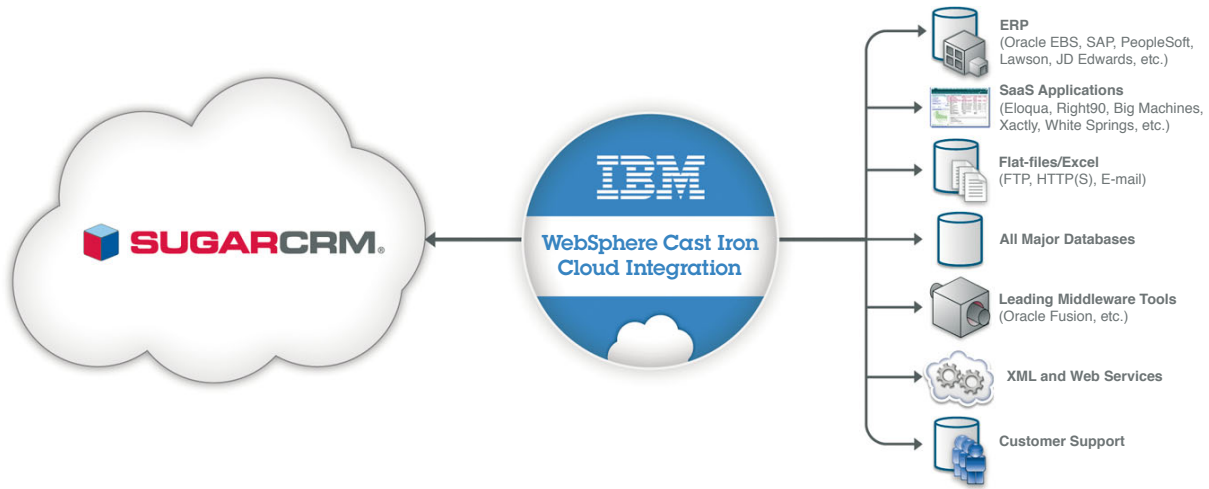


Figure 1: Integrate SugarCRM with enterprise applications in days with WebSphere Cast Iron Cloud integration.

Accelerate SugarCRM integration projects

IBM WebSphere Cast Iron Cloud integration for SugarCRM is self-contained and provides everything needed to integrate SugarCRM with other applications and endpoints. The solution provides the following features to simplify and accelerate data migration and integration with SugarCRM.

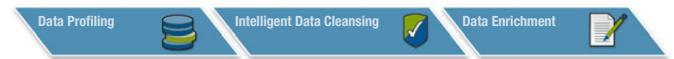


Figure 3: Migration and data quality



Figure 2: Integration project life cycle

- **Data profiling:** Assess the quality of the data before migrating it
- **Data cleansing:**
 - Duplicate removal (i.e., deduplication): Combine data from various different sources and remove duplicate values
 - Fuzzy lookup: Configure sophisticated rules to highlight and correct errors
- **Data enrichment:** Perform lookups with third-party providers to enrich your data



Figure 4: Integration and extraction

- **Connectivity:** Configurable connectivity between hundreds of applications and endpoints
- **Transformation:** Drag-and-drop user interface for data transformations
- **Workflow:** Visual interface for designing workflow rules
- **Management:** Easy manageability through a single web-based console

Accelerate projects with Template Integration Processes

With thousands of successful customer integrations, WebSphere Cast Iron Cloud integration uses 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 SugarCRM and a number of enterprise applications such as SAP, Microsoft Dynamics and Oracle, eliminating the need to build integrations from scratch.

Simply log in via a web browser, select the template that best meets the requirements and enjoy proven, supported and certified processes. The TIPs can also be further customized to meet specific needs using a straightforward configuration wizard.

What projects does IBM WebSphere Cast Iron Cloud integration address?

WebSphere Cast Iron Cloud integration for SugarCRM addresses a variety of data migration and integration issues that involve both internal and external applications. Projects that need synchronization, either real time or batch, between SugarCRM and other systems are easily addressed with the solution. Companies in industries ranging from manufacturing, retail and consumer goods to energy, transportation and logistics use WebSphere Cast Iron Live integration for SugarCRM to address projects such as:

Integration projects addressed

Synchronize data in real time between SugarCRM and other systems:

- Data migration from other CRM systems
- Accounts and contacts with ERP customer master
- Opportunities with order management systems
- Forecasts with other CRM systems
- Quote requests with order management systems
- Leads and campaigns with marketing automation systems
- Activity history with external reporting systems
- Invoices with billing systems
- Case data with customer support systems
- Pricing and product catalog data with PLM systems
- And many more

Systems connected:

- ERP including SAP, Oracle, JD Edwards, PeopleSoft, BAAN, QAD, Lawson and Great Plains
- CRM including salesforce.com, Siebel, Clarify, Remedy, Oracle, Kana, Vantive and RightNow
- Customer support systems
- All major databases including Oracle, DB2®, SQL Server, MySQL, Sybase and Informix

- Flat files using FTP, HTTP(S), email
 - XML and Web Services
 - EDI
 - Middleware and all major EAI platforms
 - Project management applications including Clarity/NIKU
 - Custom applications
 - And many other applications
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“As with SugarCRM, customers can choose the right IBM Cast Iron deployment model that meets their needs—in the cloud or on-premise. The integration capabilities of IBM Cast Iron allow SugarCRM customers seamless access to a vast variety of cloud and on-premise applications, completing the Lead-To-Cash customer life cycle.”

—Chuck Coulson, Vice President, Business Development, SugarCRM

Why choose IBM WebSphere Cast Iron Cloud integration?

WebSphere Cast Iron Cloud integration for SugarCRM provides IT departments with agility as well as the ability to respond quickly to line of business needs. WebSphere Cast Iron

Cloud integration has been specifically engineered for SugarCRM and contains everything needed to complete integration projects in days.

Fastest time to market

- Graphical configuration, not coding
- On-demand library of prebuilt Template Integration Processes (TIPs) for the most common SugarCRM integration scenarios

Lowest costs

- Low monthly subscription pricing
- Up to 80 percent lower maintenance costs versus software-based alternatives
- No need to maintain multiple components including hardware, web servers, databases and integration brokers

Simplest monitoring and management

- Complete 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 offering
- Prebuilt and preoptimized connector for SugarCRM
- Completely standards-based; no reliance on specialized middleware skills
- Prebuilt connectors for SaaS applications, CRM, ERP, customer support systems, all major databases, flat files, Web Services, messaging systems and more

“Integration challenges are often a barrier to widespread adoption of cloud computing services including SaaS. Users of cloud-based services need a portfolio of viable integration options to flexibly link cloud-based functionality with on-premise applications and data.”

—Benoit Lheureux, research vice president, application development, integration and web technologies, Gartner

IBM WebSphere Cast Iron Cloud integration product offerings

IBM WebSphere Cast Iron Cloud integration for SugarCRM has various deployment options—WebSphere Cast Iron Live and a physical or virtual, on-premise WebSphere Cast Iron appliance. The flexibility of these options provides 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.

WebSphere Cast Iron Live

WebSphere Cast Iron Live is the integration-as-a-service solution. Using a “develop once, deploy anywhere” approach, WebSphere Cast Iron Live is ideal for SugarCRM customers with a majority of their applications based in the cloud and with no infrastructure on premise.

WebSphere Cast Iron appliances

The WebSphere Cast Iron physical appliance is the on-premise integration solution. Useful for SugarCRM customers with a majority of applications based on-premise who need a standards-based solution and find software-based integration solutions too complex. It is also available as a virtual appliance that can be installed on a company’s own hardware.

WebSphere Cast Iron Cloud integration can address a broad range of integration projects. Whether it’s a simple point-to-point application connectivity project, a complex orchestration across multiple applications or a mission-critical process requiring high availability, WebSphere Cast Iron Cloud integration is the simplest, most complete solution to implement.

WebSphere Cast Iron Cloud integration revolutionizes application integration by delivering simplicity to customers. In the complex world of application integration, companies find WebSphere Cast Iron integration to be the simplest way to complete their integrations in days, and for up to 80 percent less cost than software-based alternatives.

For more information

To learn more about WebSphere Cast Iron Cloud integration, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:

ibm.com/software/integration/cast-iron-cloud-integration/

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Software Group
Route 100
Somers, NY 10589 U.S.A.

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