



## INTERWEAVE SMART SOLUTIONS

SMART THINKING, SMARTER SOLUTIONS



Integration Technologies is the leader in on-demand **SMART** Solutions that integrate any application, process, gateway, protocol, customer (partner) in the world. We make it easy for customers to create integrated solutions that are specific to their business processes, work flow and customer experience. Companies worldwide now have real-time information flow, tighter employee collaboration and improved strategic business decision capabilities. Unlike traditional enterprise software alternatives, **SMART** Solutions require no hardware, software or IT support, deploy in days and have the right model for each customer. **InterWeave SMART** Solutions —integration solutions made easy.

**Corporate Headquarters**  
250 W. 57th Street, Suite 1316  
New York, NY 10107-1324  
Telephone: +1.800.671.8692  
Fax: +1.801.439.3476

**Sales**  
[sales@interweave.biz](mailto:sales@interweave.biz)

**Public Relations**  
[press@interweave.biz](mailto:press@interweave.biz)

**Product Support**  
[support@interweave.biz](mailto:support@interweave.biz)

For more information, call **InterWeave** today at **+1.800.671.8692 x101** or email us at [info@interweave.biz](mailto:info@interweave.biz)

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## Integration Challenges

As organizations collect and store more information, data integration is becoming increasingly problematic. Nearly 70 percent of respondents to a recent global survey of IT professional and business users called data integration a high or very high inhibitor of new-application implementation.

Along with industry-expert interviews, the survey was used as the basis of a new report from The Data Warehousing Institute (TDWI) entitled, Data Integration: Using ETL, EAI, and EII Tools to Create an Integrated Enterprise. The report evaluates the recent evolution of data integration tools and methodologies, from both a data warehousing perspective and an enterprise-wide strategy standpoint.

The survey also found that the top three data integration issues faced by corporations are: data quality and security, lack of a business case and inadequate funding, and a poor data integration infrastructure.

It also found that large organizations are evolving toward enterprise-wide data integration architecture, whereas midsize companies tend to focus on data integration from a sales and business intelligence (BI) viewpoint, evaluating data integration products on their ability to fit in with the company's existing applications and infrastructure

## Obstacles to Success

**What's holding companies back? There are several key issues:**

**Data quality and security.** Even today, over 75% of companies don't take the time to understand what data quality and security means to their company and their customers. Traditional methods and alternatives are simply too expensive and complicated for most companies.

**Lack of business case definition.** Midsized and large companies cite "lack of collaboration between sales and finance" as their biggest obstacle when planning to create an integrated environment. They want to foster more dialogue and communication—but the current approach clearly isn't working.

**Poor data integration infrastructure.** Many sales and financial managers would like to overhaul their existing approaches and adopt "Best Practices"; however, they are not sure where to start. Ideally, they would like a "map" for improving their processes, and would like to know what has been successful for others—but their peers are in similar situations.

## Introducing Smart Solutions

Integration Technologies addresses these obstacles with an inspired new approach to data integration — "**InterWeave Smart Solutions**". With **InterWeave**, companies can now connect their front, middle and back office with configurable solutions that implement their business processes and work flow. Now, every employee, no matter what application they are working with, will have the right information, at the right time, in the right format — all connected by **InterWeave**.

**InterWeave Smart Solutions delivers this through a unique set of capabilities that includes:**

**Complete, configurable Solutions** to integrate today's popular business applications; you configure, test, run.

**All processes, workflow logic, mapping is** ready for you to configure - with a mouse and the web

**Smart Solutions are completely configurable** by the customer with pick lists, drop downs or custom fields

**An alternative to inefficient program** and consultant based approaches, our next generation web-based Solutions are powerful yet easy to use, extremely affordable, and deploy in just days.

**Integrates easily with SaaS** or local solutions; CRM, Financial, eCommerce, ERP, Databases, Telephony, etc.

**Start-ups, SMB or Enterprise** - select exactly the right configuration for you - modify at any time

**No software, no hardware, no developers**

## The Software as a Service Advantage

**Compared with traditional enterprise software, InterWeave Smart Solutions Software as a Service (SaaS) approach offers numerous advantages, including:**

- Lower costs*
- Faster deployments*
- Greater ease of use*
- More transparency*
- Lower risk*
- Higher customer satisfaction*

The solution can be accessed on-demand, over the web, or deployed on-premises, in a company's datacenter or hosting provider.

## InterWeave Integration Platform

### Benefits:

- ◇ Easily configure, maintain and monitor your integration solutions—without requiring IT experts
- ◇ Customize your solutions at any time—just log in and add/change your selections
- ◇ Provides data to the right application, in the right format, at the right time- improve your employees productivity
- ◇ We integrate with a large selection of “Best of Breed” applications- if you don't see it, just ask
- ◇ This is SaaS—Software as a Service. No developers, no servers, support in included.

### Integration Categories:

- ◇ CRM—Salesforce, SugarCRM, Oracle Fusion CRM, MS Dynamics, PPOL, etc.
- ◇ Financial—QuickBooks, Sage MAS 90/200, ACCPAC, MS Dynamics, PeachTree, etc.
- ◇ eCommerce—Over 24 and counting
- ◇ ERP—Scout Inventory, Ascent, etc.
- ◇ Billing—Aria to NetSuite, QuickBooks
- ◇ Telephony—Contactual, LDAP and more
- ◇ Customer Support—ZenDesk and others

*The patience, support and guidance provided by the InterWeave Smart Support group has been exemplary. GTM meetings were easily scheduled, new feature request were implemented and we're up and running with exactly the Solution that works for us. We just signed for the eCommerce Gateway to integrate our eCommerce store data into our Salesforce and QuickBooks and now we're looking at the Database Gateway to connect to our SQL database."*

— Gregg Potter, President, Anything Weather

InterWeave's configurable environment makes it easy for business user to create, monitor and manage sophisticated integration solutions between many different applications—in real-time. The user-friendly, intuitive interface provides solutions in a configurable format where you select the flows that integrate the source and target objects with pick lists, drop downs and unlimited custom field addition. Integration direction is selectable at object level, so you may implement your business process and work flow the way your business works. Integration has never been simpler.

### Features:

#### InterWeave Platform Components

**InterWeave IDE**— enables development professionals to easily build and deploy solutions that deliver more effective, efficient, intelligent and intuitive customer integrations, by leveraging the powerful capabilities of the **InterWeave Platform**. The IDE provides professional developers with a robust tool set for developing integration solutions using the **InterWeave Platform**. The IDE combines the SOA standards-based **InterWeave** development framework with a powerful set of runtime services to deliver enterprise- class, rich, Integration Solutions.

**InterWeave Integration Server**— is a scalable, extensible and distributed real-time integration engine that links systems, transforms data, and implements workflows across application and organizational boundaries. The **InterWeave Integration Server** manages and performs Integration workflow and processing based on information provided in XSLT documents defined using XML, XSL Transformations and XPath.

**The Adapter Suite** — is a set of Java Classes with provide real-time and bi-directional communication with heterogeneous applications, databases and services that the integration server talk to.

**The Connector Suite**— is a set of Java Classes which provide protocol translation at the front-end, thereby allowing the integration server to appear as different servers (e.g. HTML server, XML server, SOAP server, etc.) at the calling programming level.

**The InterWeave Solutions Portal**— has two sections; Customer Registration and Solution Configuration Selection. Customer Registration is were a customer logs in, assigns passwords, company information, etc. Once established, move to Solution Configuration. Select from our libraries; ex. CRM to QuickBooks – and configure your solution, integrating the objects and fields you want – with the objects and fields you want – and select the kind of relationships you want the data to have – aligning with your business processes and workflow.

Property Name	Property Value
SF Account/Contact to QB Customer/Job	Bi-directional
SF Person Account to QB Customer/Job	None
SF Account/Contact to QB Vendor	SF to QB unidirectional
SF Opportunity to QB Job	None
SF Opportunity to QB Sales Order	Bi-directional
SF Opportunity to QB Purchase Order	Bi-directional
SF Opportunity to QB Invoice	Bi-directional
SF Opportunity to QB Sales Receipt	Bi-directional
SF Opportunity to QB Estimate	None
SF Opportunity to QB Bill	None
SF Opportunity to QB Check	SF to QB unidirectional
SF Product to QB Item	QB to SF unidirectional
SF Ascent Sales Order to QB Sales Order	None
SF Ascent Item to QB Item	None

Next

## The Software as a Service Advantage

Software as a Service (SaaS) is the most powerful and exciting development in enterprise software in over a decade.

Why is that? SaaS solutions solve many of the problems that have long plagued traditional enterprise software offerings, such as large upfront license fees, long implementations, complicated upgrades, and poor support. Fundamentally, the SaaS model simply provides better value to customers.

**InterWeave's** software as a service solutions can be accessed on-demand or deployed on-premises, in a company's datacenter or hosting provider, in order to meet a wide range of customer needs. In both cases, **InterWeave** presents significant advantages over traditional enterprise data integrators and system integrators:

**Lower Costs** · **InterWeave's** annual subscriptions are based on model which reflect feature and functions, with discounts for bundled and multi-year contracts. The total cost of the solutions and services are typically a fraction of the cost of enterprise software alternatives.

**Faster Deployments** · **InterWeave** implementation projects average less than 10 days of elapsed time, compared with 6 months or more for enterprise alternatives.

**Greater Ease of Use** · From the beginning, **InterWeave** has been designed for business users, not technical IT users. With intuitive, pick lists, drop-downs and unlimited custom field additions, users typically require under two hours of training.

**More Transparency** · Unlike traditional software companies, **InterWeave** provides complete transparency around its operations, solutions monitoring, error processing and customer support interactions are available online — 24/7/365.

**Lower Risk** · The configurable SaaS approach significantly reduces risk. Each customer may configure their solutions to exactly fit their specific needs, and subscriptions can be cancelled at any time if a company is not receiving value. Enterprise alternatives require large upfront capital outlays without a real understanding of the software.

**Higher Customer Satisfaction** · SaaS is truly a "service" business model, which means that **InterWeave** is keenly focused on providing exceptional value to attract and retain satisfied customers. There is a profound difference in the relationship compared to what's typical with enterprise software companies, and our customers agree—**InterWeave** has received the highest customer satisfaction marks among all leading integration vendor in independent industry surveys.

**InterWeave's** SaaS approach is ideally suited for any company that has limited personnel, time, or capital resources.

## World-Class Security and Uptime

**InterWeave** provides world-class security and uptime. Our Managed Services Provider (MSP) is Rackspace Managed Hosting. Rackspace is Sarbanes/Oxley, SaaS 70, Salesforce, Symantec certified and is PCI compliant. Rackspace provides all our datacenter operations, including infrastructure services, physical security, and backup and disaster recovery services.

Additionally, **InterWeave** solutions feature the strongest encryption protocols; user IDs, passwords, and granular user access controls; and a multi-tenant architecture that keeps every company's data separate from others. Many customers comment that because we are experts in the field, we are able to provide security and uptime that far exceed the levels attainable by their in-house IT departments.

### Enterprise Software

Large upfront license fees – high risk

Long, costly implementations

New releases once per year

New features require an IT upgrade

New hardware and software required

Requires IT support and maintenance

Security dependent upon in-house

Poor customer satisfaction

### InterWeave SaaS Solution

Low annual subscriptions – minimal risk

Rapid, affordable implementations

New releases 6 times per year

New features delivered automatically

No new hardware or software required

No IT support or maintenance required

World-class, 3rd-party security

Superior customer service

## World-Class Company, World-Class Customers

Integration Technologies, Inc. is on its twelfth year of business with offices in New York, Connecticut and Canada supporting customers world-wide. With strong product offerings and balance sheet, **InterWeave** is looking to open offices in Australia, Latin American and London this year.

*InterWeave helps us to be more proactive with our targeted audience and marketplace. To be able to capture all the customers details; likes, dislikes, requirements, financial billing preferences; allows us to "personalize" our marketing initiatives for the highest response rate. The result? Sales are up!"*

— Tom Smyth, Vice President, St. Barth Properties

Corporate Headquarters  
250 W. 57th Street, Suite 1316  
New York, NY 10107-1324  
Telephone: +1.800.671.8692  
Fax: +1.801.439.3476

Sales  
sales@interweave.biz  
Public Relations  
press@interweave.biz

Product Support  
support@interweave.biz

For more information, call **InterWeave** today at  
**+1.800.671.8692 x101** or email us at [info@interweave.biz](mailto:info@interweave.biz)