Crm - Eliminate Layers Of Complexity

By: Katie Campbell | **Posted:** 19-12-2006

Traditional approaches to system development include design of both the application and platform strategies. With on-demand CRM services it is possible to avoid the burden of complex application development and integration because they deliver multi-option,tightly integrated portal platforms for workplace collaboration.

When developing a proprietary architecture, it is necessary to go through a process of creating and developing models, that are worked and reworked, discarded and/or refined until they satisfy the desired result. A list of some typical models are listed below and they constitute the 'layers of complexity' in application development.

Concept Models

Requirements

Behavior (operational scenarios)
Structure: system hierarchy, interconnection, interfaces
Properties
Analysis
Detailed engineering models
List of deliverables

The process of bridging these layers together is complex and very difficult in trying to guarantee the exchange of underlaying data. Building these various layers, begets volumes of documentation, requires teams of programmers, architects, administrative support, and so forth. It is a process that becomes progressively time consuming and expensive.

Additional 'layers of complexity' in application development include integration of collaboration tools and partner portals while trying to maintain a consistent look and feel. Application development can address organizational needs, but it adds so many layers of complexity to integrations that it becomes less profitable as an option except in very specific situations. Using on-demand CRM solutions are a strategic and cost efficient alternative for most organizations to application development initiatives.

On-demand deployments offer easier integrations, have many standard collaboration tools and processes for sales and marketing activities already integrated, and are more cost efficient in terms of actual adding of content. With on-demand CRM it is also possible to incrementally deploy only the necessary parts of the application in strategic deployments for further cost efficiencies. On-demand CRM is the most evolutionary state of the portal market, it is a platform approach that brings together all the necessary content and applications from across the enterprise.

Salesboom.com delivers robust CRM services without the layers of complexity you would expect in a typical application deployment, instead you receive an integrated web platform and that includes standard tools for collaborative workplace success.

Benefits of Salesboom On-Demand CRM

Reduce complexity and cost - Access standard tools for point integration and enable services for access to legacy data and current transactions. Modify and tailor user screens through local administrators.

Excellent process visibility and control - Access mainframe data so it is transparently available to applications that require it. Use standard tools for management, audit and trace functions, browse and display so that specific processes spanning both distributed and mainframe environments can be easily and intuitively updated, contextualized and shared.

Fast deployment of new business processes - create new processes or refine existing ones using workflow. Make customizations and updates easily through your local administrator.

SOA deployment - Enjoy bi-directional integration between applications via Web services. Salesboom uses AJAX and COMET programming to enable fast processing. Salesboom CRM makes it possible to make mainframe and distributed systems peers within a standards-based SOA infrastructure.

Real-time results - Access real-time information for business events, wherever they originate on the platform. View business processes in real time and participate in complex event processing from the dashboard within Salesboom.com.

Template-based configuration and tailoring of Salesboom.com. - Use templates to customize and tailor screens for many activities, eliminating the cost of custom modifications.

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