

Clarity Connect™



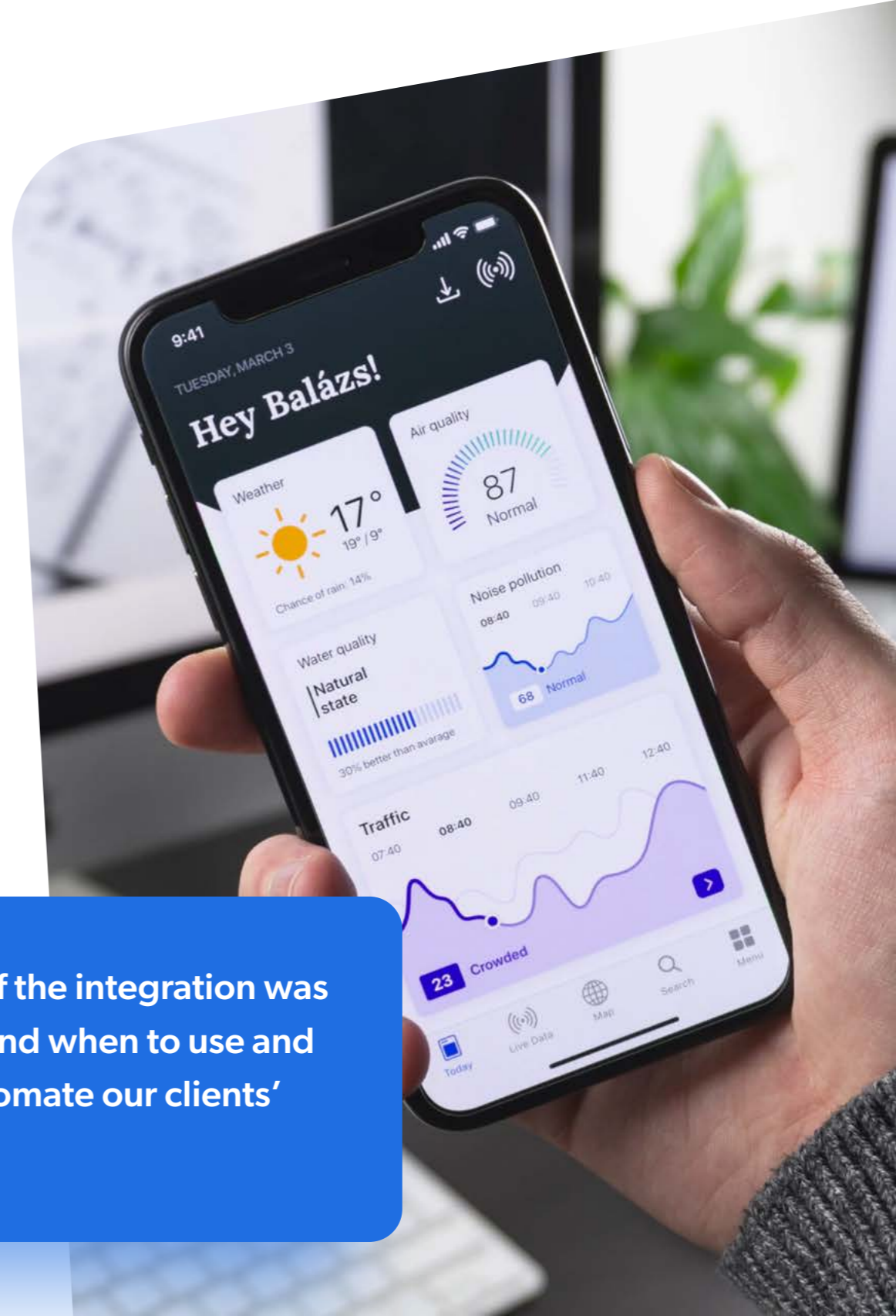
CLARITY

An Enterprise-level Integration Platform

Clarity has a long history of systems integration work. Nearly 15 years ago, their very first project was to design and build a B2B eCommerce platform and natively integrate it with Oracle Business Suite and proprietary CRM.

This project required a significant amount of custom development, but what came out of that project was the first version of Clarity Connect. The first lesson learned from that project was that the difficult part wasn't the integration, but how to use the integration to improve and automate business processes.

The real value and benefit of the integration was how to access which data, and when to use and act on it to improve and automate our clients' business processes.

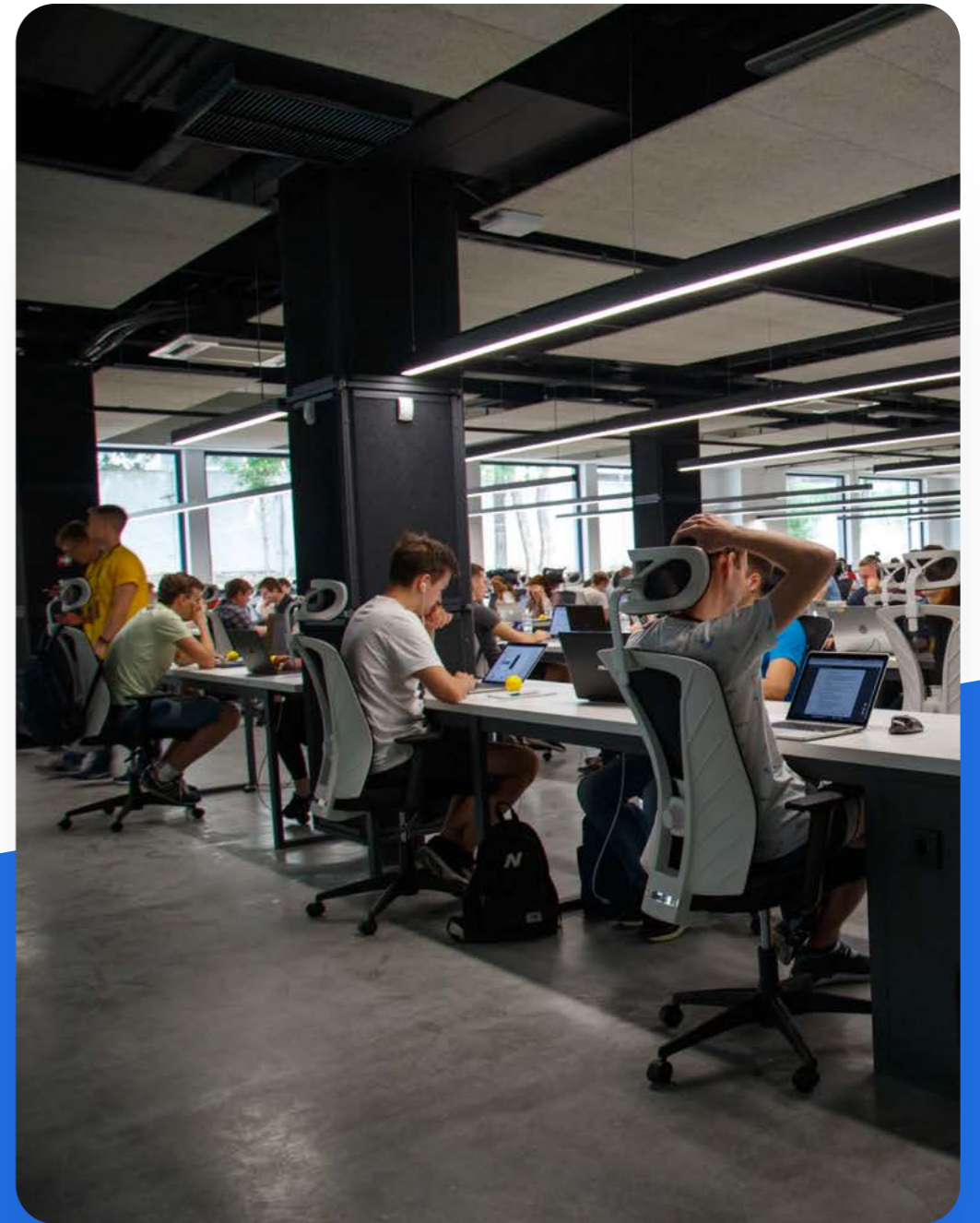


Successful over Thousands of Integrations

As Clarity started really digging in to each client's business processes, they realized that every client asking for a new website was missing important data elements. Most of the time they had the information, just in many data sources, with few accessible from their website. This drove Clarity to focus on their integration platform to service the integration needs of virtually every one of their clients.

Through hundreds, then thousands of integrations, Clarity learned that the value of each integration was not in the integration or data itself, but in the actions that could be taken by having access to the right data at the right time.

So Clarity Connect was designed as a connectivity platform with an engine designed to automate business processes, improve efficiencies, and turn raw data, into actionable intelligence



Typical Integration Workflows

eCommerce to ERP workflows:


 eComm User registration to ERP Contact creation

 Sales Orders, Invoice payments pushed to ERP

 Requests for Quotes pushed to ERP

ERP to eCommerce workflows:

 Products, product inventory pushed to storefront

 Customer-specific, multi-tiered pricing to eComm

 Order & Shipping statuses pushed to eComm

Most of our connectors map every standard field in each application and can push and pull those fields across the integration, however, there are occasions when the application that we're connecting to or its API does not support a specific workflow, or can't access some custom entities. Every project, therefore, starts with a Technical Discovery to validate the API against the workflows that you want the integration to support.

Typical Integration Entities

For each line-of-business application that we integrate, Clarity tries to capture every entity possible. The list on the right displays the typical entities captured for most applications. This is not a fully comprehensive list, as some applications have less or more entities available.

Each entity listed to the right, is the parent entity, not the actual fields that are captured. For instance, the Contact entity contains First name, Last name, Title, email address, work phone, mobile phone, and possibly other fields.

Since there can be hundreds of fields that you want captured and transferred, the first step in every integration project is to fill out an integration mappings spreadsheet, where you get to define which fields from each application get mapped to the fields in the other application.

• • • • • •
• • • • • •
• • • • • •
• • • • • •

Typical entities captured for integration:

Customer

Contact

Address

Sales Order

Products

Category

Quotes

Invoices

Inventory

Pricing

Tax Rule, Rate, Class

Shipments

Transactions

Locations

Related Products

Returns

Store

Statuses (Order, Shipping, Quotes, etc.)

*Many applications have different entities. Consult your application's API documentation for a full list.

Field Mapping

The first, and most important step in the integration is mapping the fields between the applications. There are three basic ways that this can happen:

Client Mapping (3-5 hours):

Clarity will provide you with a mapping spreadsheet. You will simply map the fields from each application that you want mapped to the other application, including any custom fields or entities that you've added or customized.

Client-led Demos (6-8 hours):

You can record (video) a run-through of each application, showcasing all of the fields and information that you want captured and sent to the other application. You create a demo of each application, Clarity will build out the mapping files from the recorded videos.

White Glove* (10-16 hours):

A Clarity business analyst will meet with you and help you walk through all the business processes and workflows, documenting the business automation and efficiencies, as well as the field mappings needed for the integration.

*White glove service may require some additional time above the included 20 hours.



Integration Types

While some would argue that there are only four main integration methodologies (data warehousing, ETL, hub-and-spoke, bus), there are so many different technologies and methods to designing and developing an integration solution.

Clarity Connect is designed to handle any and all of your integration needs (see diagram).

Including:

- HIPAA
- Analytics
- B2B Affiliates
- Apps/Mobile
- Web Services
- Data Format
- File Exchange
- ERP
- CRM
- EMR
- EDI-XML
- Databases
- Web Portals



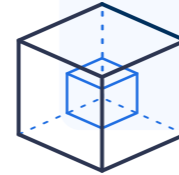
Key Features



Certified

As a Microsoft Dynamics certified vendor, Clarity built native integrations into their platform for Dynamics AX, GP, NAV, SL, 365 and CRM. These integrations were added as connectors / adaptors. What this means to you is that we can integrate your site to your Dynamics ERP or CRM in weeks or months instead of months or years, at a fraction of the normal integration cost.

With over 3,000 integrations done with their platform, they've also got implementations with hundreds of applications (Salesforce, NetSuite, SAP, Sage, Oracle, Epicor, Syspro, Infor, EPIC, eClinicalWorks and more including native payment gateway support for thousands of payment gateways).



Architecture

Clarity Connect handles all of the communications and connectivity between your applications, websites, vendors and more. As in the previous diagram, it can handle all your connectivity and formatting needs, whether you need a simple web service or API integration, to a very robust bus or hub and spoke design.

The platform sits as an agnostic middleware layer, to speak the many different languages and protocols that you may need. For example, connecting a number of vendors via EDI, your HIPAA compliant EMR system, a PHP website, with a hosted CRM and on-premise ERP can all be done seamlessly and securely.



Key Features



Communication

Clarity knows that many times you connect to end points that are less than optimal. To handle these many connectivity issues, the engine is designed for asynchronous communication, which speeds up performance for your end users, while facilitating message queuing, re-tries and re-syncs. This ensures that no matter if you lose connectivity, your data transactions will be queued up, waiting for the next time you applications connect.

Time stamping transactions, also allows the engine to periodically scrub for any transactions that are not logged, to ensure to bring them forward as well. This protects you from that uncommon hard drive crash, where data is accidentally wiped from the system or end point.



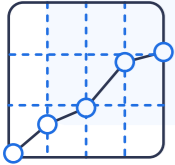
Logic Workflow

Clarity Connect's logic engine provides the brains to automate your business processes. Able to create events or trigger actions from any data point in any end point means an almost infinitely scalable and powerful platform, allowing for real-time, scheduled and batched processing.

Transactions can trigger automated email responses; client purchases can create activities within CRM; low inventory counts can trigger automated re-ordering; purchases can create invoices and sales orders; failed logins can trigger service desk requests; just to name a few examples.



Key Features



Performance

Clarity's data scanning module and database architecture is built for performance. Instead of syncing entire data structures, Connect is designed to scan for any changes in the data. This means that only updates and new data are pulled during each polling session.

This allows for more efficient polling sessions in rapid fashion, allowing Connect to provide either real-time or near real-time processing, instead of the traditional nightly syncs, although most integrations typically have both.



Scalability

Clarity designed Connect in the trenches. Starting with Oracle and mainframe as their first integration projects nearly 15 years ago, Connect was built from day one to handle very complex and intricate enterprise-level integration scenarios.

From a simple QuickBooks integration to synchronizing over 20 Million records between an eCommerce store and ERP system, Clarity Connect can handle any of your integration needs for many years to come.

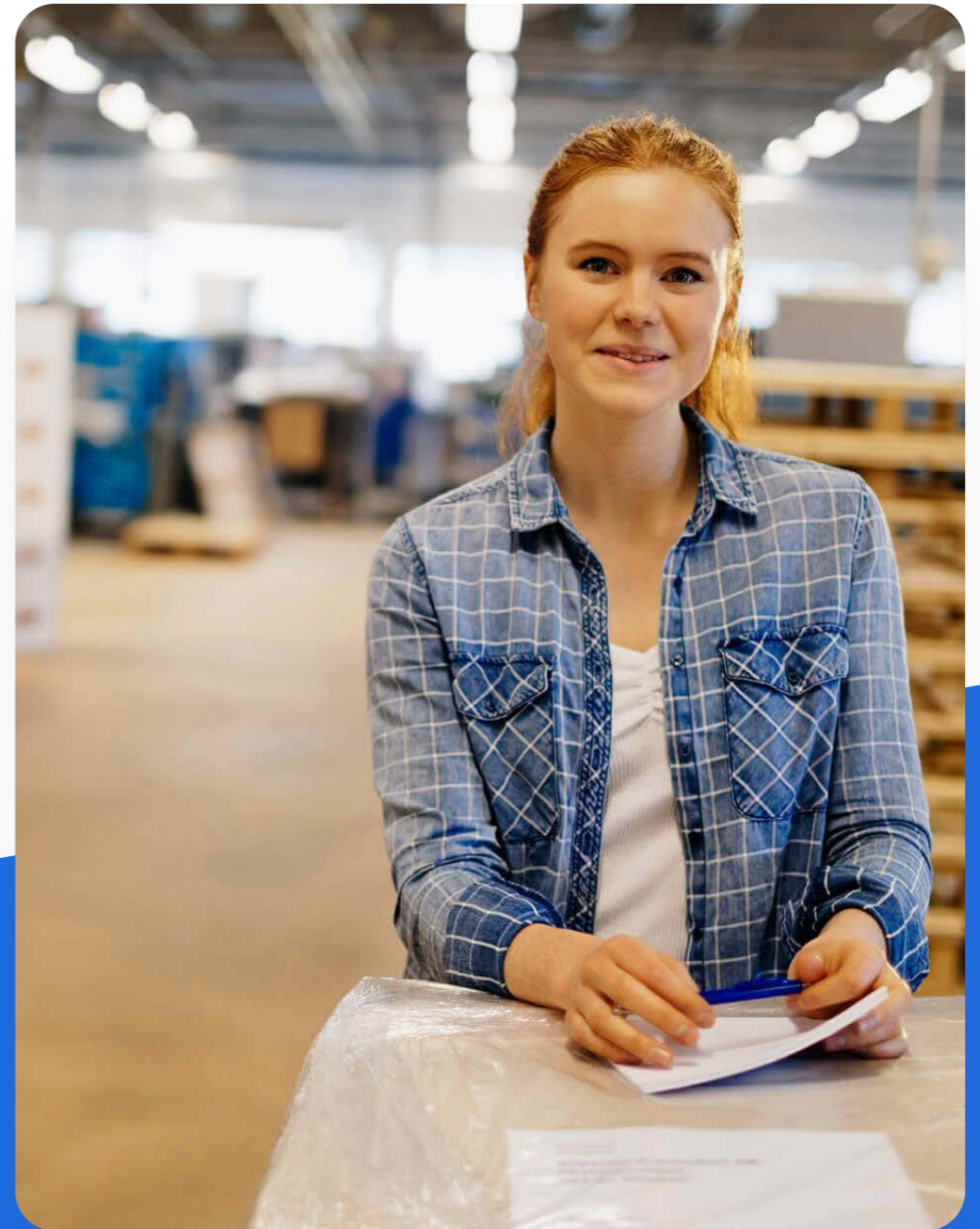
Key Features



Cost


Designed as an integration platform, Clarity Connect can be priced and modeled for any scenario, most often billed as a onetime development platform, used for a client integration project. Some clients opt in and pay for additional maintenance and support, where Clarity can automatically update the platform as new capabilities, features or security enhancements are added.

Clarity employs flexible pricing, based on your integration needs, which allows smaller integration projects access to the same robust integration platform as our enterprise implementations, but at an affordable cost.



Get in Touch with Clarity

If you are a business, ready to move forward or need more information for your integration project, please call or visit our website.

 +1 (800) 928 - 8160

 clarity-ventures.com



Jeremy Howell

Director Business Development

 jeremy.howell@claritymis.com



Philip Gano

Director of Sales

 philip.gano@claritymis.com