CLARITY

Clarity Connect™

An Enterprise-level Integration Platform

Clarity has a long history of systems integration work. Nearly 10 years ago, their very first project was to design and build a B2B eCommerce platform and natively integrate it with Oracle Business Suite. 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 technical aspect of the integration was the easy and least important part. 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 their business processes.

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 sources, with few accessible from their current site. 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.

Key Features

Certified

As a Microsoft Dynamics certified vendor, Clarity built native integration into their platform for Dynamics GP and CRM. These integrations were added as connectors / adaptors. What this means to you is that we can integrate your site to your Dynamics GP 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, JD Edwards, HP Financials, Oracle, Sugar CRM, including native payment gateway support for thousands ofpayment gateways).

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).

CONNECT

<XML>

Including:

HIPPA | ANALYTICS | B2B AFFILIATES | APPLICATIONS | WEB SERVICES | DATA FORMAT | FILE EXCHANGE
ERP, CRM, EMR | DATABASES | WEB PORTALS

Architecture

Clarity Connect handles all of the communications and connectivity between your applications, websites, Vendors and more. As you can see in the 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 all seamlessly and securely.

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 it connects. 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. 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.

Performance

Clarity's data scanning module and database architecture is built for performance. Instead of synching 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 more polling sessions in rapid fashion, allowing us to have either real-time or near real-time integration, instead of the traditional nightly syncs, although you can still have both.

Scalability

Clarity designed Connect in the trenches. Starting with Oracle and mainframe as their first integration projects nearly a decade ago, Connect was built from day one to handle very complex and intricate integration scenarios. From a simple QuickBooks integration to synchronizing over 20Million records between an eCommerce store and ERP system, Clarity Connect can handle any of your integration needs for many years to come.

Cost

Designed as an integration platform, Clarity Connect can be priced and modeled for any scenario, most often billed as a one-time 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 projects or integrations access to the same robust integration platform as our enterprise implementations at an affordable cost.