

ACTIVEPRIME CLEANCRM 3.7 INTEGRATION WITH ORACLE CRM ON DEMAND



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Data Quality On Demand

Real-Time and Batch Data Quality for Oracle CRM On Demand

Company Overview

ActivePrime is an Oracle partner specializing in Oracle CRM On Demand, and a developer of both real-time and batch data quality solutions for CRM. With more than 150 customers and a presence in 40 countries, ActivePrime provides solutions that are used with 15 languages. The company's automated solutions detect and clean duplicate records. ActivePrime products are affordable, easy to use, and quick to deploy.

Integration Overview

ActivePrime integrates with Oracle CRM On Demand via Web services. The integration is seamless to the user. Integration benefits include:

Cleanup of duplicate data within Oracle CRM On Demand

Duplicate detection when importing new records into Oracle CRM On Demand through ActivePrime CleanCRM

Integration Details

The integration process is simple for end users; no Web services or technical programming knowledge is required. CleanCRM uses the Oracle CRM On Demand Web services API (WS) and is SOAP/XML standards based. The Web services functionality that CleanCRM uses includes:

- Authentication
- Reading and writing of account, contact, and lead records
- Reading list of lead sources
- Reading user information
- Introspecting the fields associated with accounts, contacts, and leads



Through the Oracle PartnerNetwork Application Integration Architecture for Partners Initiative, partners with validated integrations are able to provide customers with standards-based product integrations, tested and validated by Oracle. Customers benefit from improved risk management and smoother upgrade capability, leading to a lower total cost of ownership and greater overall satisfaction.

Support
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The screenshot displays the ActivePrime CleanCRM interface. At the top, a flow diagram shows 'Set Input' leading to 'Set Output'. Below this, the software window is open to the 'Specify Fields' tab. A data table is visible with the following columns: Dup?, Master Loc, ClearCRM Account Name, ClearCRM Contact First Name, ClearCRM Contact Last Name, and ClearCRM. The table contains several rows of data, including entries for 'Concord Coaching Inc.', 'Clear Productions', 'Kilus Productions', and 'MYZ'. A 'Match' dialog box is open on the right side of the window, with a 'Write' button at the bottom.

ActivePrime CleanCRM

Environment

ActivePrime Environment

- CleanCRM v3.7
- Windows XP Professional SP3

Oracle Environment

- Oracle CRM On Demand 16

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