



The problem of getting optimum ROI for Microsoft Dynamics CRM Solved!

If you have been tasked with getting the most out of your company's investment in Microsoft Dynamics CRM, you can invest in several add-on products to extend Dynamics CRM and solve mission critical problems for your company, or you can simply deploy appRules – the powerful, easy-to-use integration and business rules engine to do the job.

Drive CRM Success with a Powerful Integration and Business Rules Engine

appRules is a powerful integration and business rules engine that will transform how you generate processes that automate and drive CRM success for your organization.

If you are an IT manager, you are likely facing a constant demand for increasingly custom solutions that are easy-to-use, that respond to your client or employee's changing needs and don't cause downtime or user retraining. With appRules for Microsoft Dynamics CRM, you can do all that and more.

A New Approach for Agile Rules Driven Solutions

appRules takes a new approach for creating agile rules-driven solutions that can be quickly deployed to add basic and complex rules functionality to your operations. In addition, you can utilize the optional advanced modules of appRules to add Data Quality, Big Data, EDI, and other functionality to your projects. Dynamics CRM solutions can be quickly composed

and deployed for:

Auditing and Compliance Processes
Data Integration,
Replication & Synchronization Services
Data Quality,
Data Validation & Eligibility Checks
Decision Tables
Eligibility Checks
Employee and
Customer On-boarding
IOT
Round Robin and other assignment
schemes for accounts, leads, opportunities
and other Dynamics CRM entities
Territory Realignment
Workflow Automation
... And More

appRules For Your Industry

Manufacturing, healthcare, insurance, banking, financial services, aerospace, healthcare, pharmaceuticals, public sector and non-profit are some of the industries that benefit from the built-in data integration and decision processing features of appRules.

appRules For Customers

As a Microsoft Dynamics CRM customer, you will benefit from the many out-of-the-box features of appRules. These features do not require any programming and can be up and running very quickly. Whenever it is time to add another application or to solve business problems, you can simply complement Dynamics CRM with appRules to do the job.

appRules For Partners

Today, Microsoft partners must tackle projects that require knowledge of a wide variety of applications running on several

« *Decision Management Solutions are becoming even more important for tackling complex projects. appRules from appStrategy delivers a fully integrated system for implementing powerful rules-driven solutions for our customers.* »

Eric Blanche
Manager of Customer
Engagements
Business & Decision
Paris, France

platforms. appRules delivers a system that includes configurable conditions and actions that cover applications such as Accounting, Analytics, Big Data, Cloud Storage, Collaboration, CRM, Databases, Data Quality, Email, ERP, Expense Management, Files, Data Quality, Marketing, NoSQL, Social and others. This reduces the need and costs of training and retraining consultants to keep up with ever-changing APIs.

appRules For Business Users

appRules Portal offers a no-code environment that business users can utilize for composing data integration, business rules and process automation solutions.

appRules For Technical Users

For complex projects, technical users can utilize the Custom Function Editor to extend the functionality of appRules Portal.

appRules For CRM Success

appStrategy has been developing software products that extend and complement Microsoft Dynamics CRM for over twelve years. Our solutions are used by small, medium, and large companies around the world. Leverage our experience to drive your success with Dynamics CRM.



appRULES®

Integration • Business Rules • Process Automation

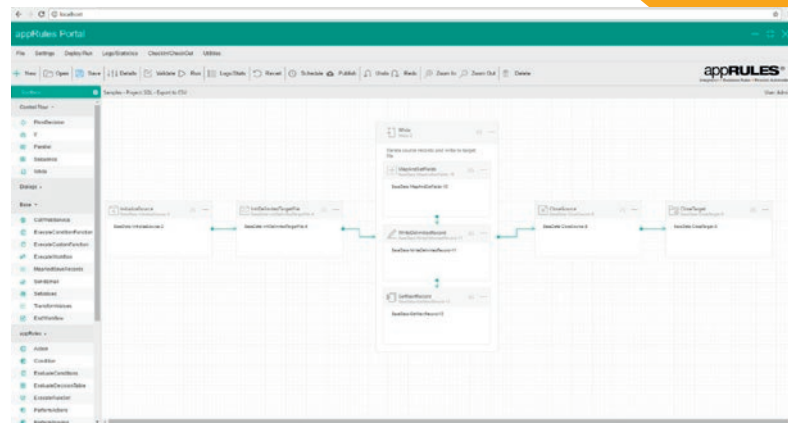
Technical Specifications

Powerful Conditions and Actions

Composing data integration and business rules projects simply involves configuring the appropriate actions and conditions. appRULES features thousands of powerful out-of-the-box conditions and actions.

appRULES Connectivity

appRULES connectors allow you to connect and integrate Dynamics CRM with a wide-variety of data sources including Accounting, ERP, Files, Big Data, Databases, Collaboration, Marketing and several services.



NoSQL	Analytics	Accounting	Databases	CRM	Collaboration	Data Quality
Cassandra DynamoDB MongoDB SimpleDB Couchbase	Google Analytics	Exact Online FreshBooks Intacct QuickBooks QuickBooks Online QuickBooks POS Sage50 Sage50UK Xero	Access DB2 Firebird Informix MySQL Nuodb Odbc Oledb Oracle PostgreSQL SQLite SQLServer SQLServerCE SYBASE Sybase Teradata Vertica	Dynamics CRM Highrise NetSuite Oracle CRM Salesforce SugarCRM ZohoCRM	Exchange Google Apps Office 365 SharePoint	D&B GBGroup Logate Google ZoomInfo
Cloud Storage	Files	Marketing	Services	Social	Spreadsheets	Big Data
Azure Storage Drop Box	Delimited Fixed Length Xml File System	Eloqua Google AdWords HubSpot MailChimp Marketo	AD EDI LDAP OData RSS JSON	Facebook LinkedIn Twitter	Excel Excel Services Google Sheets	BigQuery HBase Hive HPCC - LexisNexis
Expense Management	Email	Payment		ERP		
Concur	Email Gmail	Authorize.Net Square		Dynamics AX Dynamics GP Dynamics NAV NetSuite SAP		
Project Management						
Basecamp Microsoft Project						

appRULES®
Integration • Business Rules • Process Automation



appRULES®

Integration • Business Rules • Process Automation

Technical Specifications

The appRules Decision Table Editor

The appRules Decision Table Editor features a no code environment for configuring powerful decision tables. appRules is the only business rules engine that supports the inclusion of every object in the Dynamics CRM metadata in decision table definitions – entities, attributes, option sets, etc. appRules Decision tables can be configured and maintained by business users.

Powerful Rule Sets

Some business rules projects model better as Rule Sets instead of Decision Tables. appRules Rule Sets support the inclusion of any condition and action type in the definitions. Unlimited conditions and actions can be included in the decision tree.

Powerful Data Integration Modules

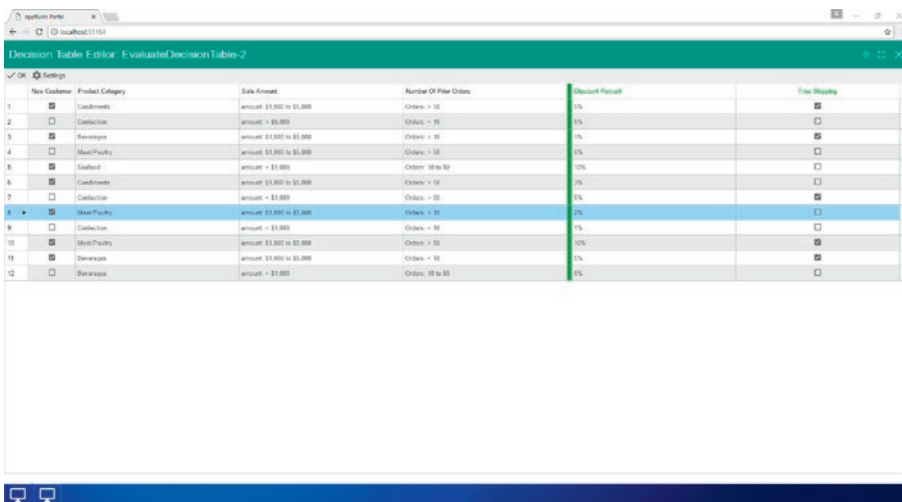
appRules includes several modules for composing data integration projects. From metadata generation, lookup activities, configurable source and target definitions, to the powerful data mapping facility, appRules includes every module you will need for composing and deploying data integration projects without writing code.

Develop and Run On-Premise or In the Cloud

appRules Portal can be deployed on-premise or in the cloud and is accessible via all popular browsers and devices. The system offers a collaborative environment that supports business and technical users working on the same projects.

Project Assistance and Support

When you are ready to start using appRules as your integration and business rules engine, you can count on the appStrategy team to assist you with training and other project assistance to help you hit the ground running.



**Evaluate appRules for
Microsoft Dynamics CRM
Today!**

Contact appStrategy
to request an evaluation
of appRules Portal

www.appstrategy.com

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