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Scribe Software makes complex integration simple and affordable with the launch of Scribe Insight 7.0

Leading data integration provider launches major upgrade to core integration product

Bedford, NH; June 29, 2010 – Scribe Software, a leading [data integration](#) and migration solution provider and choice of [Microsoft Dynamics® CRM](#), [Microsoft Dynamics® GP](#), [Microsoft Dynamics® NAV](#), [Microsoft Dynamics® AX](#) and [Salesforce.com](#) partners and customers is pleased to announce the release of Scribe Insight version 7.0. Insight 7.0 is a major release for Scribe and adds a number of significant pieces of functionality focused along the following themes:

1. **Improved Productivity:** Scribe Insight has always been based on a very simple concept - Moving data from a SOURCE to a single TARGET. Scribe Insight 7.0's new **Multi-Target capability** allows users to design integrations which include 'steps' that can operate on multiple target data sources or applications. By breaking the current source/target paradigm Scribe users are able to develop sophisticated integrations much more simply and quickly than before.
2. **Greater Flexibility:** With the new paradigm of multiple target connections in Scribe Insight 7.0 operations that were challenging, if not impossible, previously can now be accomplished simply. For example, with a Sales Order integration between CRM and ERP systems Sales Order data can be passed from CRM to ERP and then the ERP-assigned order number can be immediately updated back into the CRM system in a single operation.
3. **Streamlined Maintainability:** Complex integrations can be developed with fewer moving parts in Scribe Insight 7.0. This means less time is required for development, modification and maintenance. Processes that previously consisted of multiple linked integrations now can be neatly organized into a single integration.
4. **Simplified Cloud Connectivity:** Scribe Insight 7.0's new multi-target capabilities coupled with the Scribe Web Services adapter provide a simple and convenient way to take advantage of commercial or custom web services during an integration process. Operations such as using a commercial web service to cleanse an address during an integration process are now easily possible in a single operation.

The Insight 7.0 release also represents a milestone in terms of Scribe's partner and customer driven product management process. Using Scribe's OpenMind product ideas site where Scribe's community

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can submit and vote on new product capabilities, over 100 Scribe customers and partners had a direct influence in shaping the features in this release.

On Tuesday, July 6 Scribe will host a webcast on Insight 7.0. The webcast will cover new features in Insight 7.0 and will include live demonstrations and examples of how this investment in Insight can benefit your organization. [Click here to register for the July 6 webcast.](#)

“The release of Insight 7.0 represents our largest investment to date in a new version of our core integration product” commented Scribe Founder and Executive Vice President Peter R. Chase. “We are proud that every single feature in Insight 7.0 was provided directly by our partners and customers. Insight 7.0 truly makes complex integration simple and affordable.”

Scribe users rave about Scribe Insight...

“The upgrade from Insight 6.5 to Insight 7.0 at the Netherlands Ministry of Housing was simple and error free. The new capabilities take productivity and flexibility to the next level. Insight 7.0 is the ultimate migration and integration software for DBS and our clients.”

Jeroen de Hoog, Sr. Microsoft Solutions Consultant, DBS, www.dbs.nl

“We’ve worked with a number of data migration/integration solutions - Scribe Insight 7.0 is the best by a wide margin. It has the flexibility to do multi-targeted data for each data set along with an easy to use interface. In today's market you need to move from concept to production quickly without wasting time on unnecessary custom programming. Scribe Insight 7.0 is the cost-efficient, easy to use, flexible and time saving choice for C5 Insight and for our customers.”

Bill Kaik, CRM Consultant for Salesforce.com and Microsoft Dynamics CRM, C5 Insight, www.c5insight.com

“Scribe Insight 7.0 enables me to integrate a wide variety of business applications and data sources. We need an integration solution that makes our customers successful and does not require significant maintenance. Scribe Insight 7.0 is our tool of choice.”

Remon Bostra, Technical Application Consultant, CRM Partners, www.crmpartners.nl

“When talking about integration mapping the source application to the target application is only one piece of the puzzle. A successful integration strategy has several other components including being failsafe to systems going down, queuing mechanisms, retry and proactive alerting mechanisms, ease of configuration for changing business needs and a centralized management console. Scribe incorporates all of the above and more into a very elegant, straight forward, well thought out and cost effective package.”

Ray Beste, Partner, Sikich, www.sikich.com

“Scribe insight is THE proven integration choice that makes Dynamics CRM, Dynamics GP, Dynamics NAV and virtually any other database/application appear as one.”

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Nahi Simon, Strategic Consulting Practice Lead, Sentri Inc., www.sentri.com

"Scribe Insight is an integral tool for any Microsoft Dynamics CRM deal we sell with integration needs. Its adaptability and scalability are big contributing factors in making many good Dynamics CRM implementations into fantastic ones. Our Scribe clients quickly find it to be a mission critical application that significantly furthers their data efficiency."

Hollie Cox, Vice President of Consulting, First Tech Direct, www.firsttechdirect.com

"Scribe enables us to deliver robust migrations and integrations in a fraction of the cost to our clients"

Ross Lotharius, Director, Avanade Federal Services, www.avanade.com

"We have been using Scribe Insight for several years and in many successful CRM projects. Insight makes complex migration and integration scenarios easy to implement. Our customers appreciate that Scribe Insight is a no-coding solution that can be easily maintained by their internal IT departments."

Martin Bübl, Team Lead Dynamics CRM, eCONNEX AG, www.econnex.de

"Scribe Insight is a key ingredient in all our CRM projects. From data migration to integration with numerous endpoints, Scribe Insight provides an easy to use interface for linking systems together."

Brett Meyer, President, Burnham Nationwide, Inc., www.burnhamnationwide.com

About Scribe

Scribe Software Corporation provides cost-effective, no-coding solutions that can be used as the only tool businesses need to integrate virtually any application, data source or Software as a Service (SaaS) platform. Scribe solutions are simple to configure and provide ease of modification as business processes change. They are especially popular among organizations running Microsoft Dynamics CRM, Dynamics GP, Dynamics NAV and Sage SalesLogix applications as well as Salesforce.com and Microsoft Dynamics CRM Online. For more information about Scribe, please visit www.scribesoft.com. You may follow Scribe on Twitter at <http://twitter.com/scribesoft> or subscribe to the Scribe Blog at <http://blog.scribesoft.com/>.

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