scale up or scale out using flexible security options

primeKey CRM has been designed from the ground up to scale

from one user to many thousands of users using n-Tier technology

- the limit is only determined by your hardware and system

software. The technology used is the latest in enterprise solutions

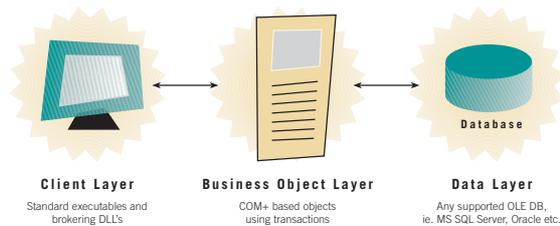and provides a framework that can easily change with the times.

This brochure is really only relevant to people with a good

technical understanding of computer systems and software.

primeKey CRM

BUILDING COHESIVE MANAGEMENT

The Technology

primeKey CRM is based around an n-Tier framework. That is, you have a client layer, a business object layer and a data layer. The client GUI layer consists of a standard executable that communicates in a stateful manner with local dynamic linked libraries (DLL's). These client DLL's then communicate with the business objects contained on the file server/s and these business objects then communicate with the data layer. A representation of the technology used is as follows:

Client Layer
Standard executables and brokering DLL's

Business Object Layer
COM+ based objects using transactions

Data Layer
Any supported OLE DB, ie. MS SQL Server, Oracle etc.

The Client Layer

There are two types of interfaces available today for business solutions; the choice of a web based HTML interface or a rich client interface. primeKey CRM is based on the rich client interface and represents approximately 90% of Customer Relationship Management systems purchased today. A HTML interface is good to take advantage of the Internet, however a rich client interface can also be deployed accross the Internet using a VPN. The main reason for choosing a rich client is so that the limits of HTML interfaces do not interfere with the workflow automation that primeKey CRM is famous for.

As mentioned, the client executable communicates with local DLL's on the client workstation and it is these DLL's that communicate with the business object layer in a stateless fashion - thus providing good scalability.

The maximum number of clients allowed is only limited by your hardware and system software.

Business Object Layer

The business object layer consists of a number of transactional and non-transaction stateless components. These components are based on Microsoft COM+ with full support for transactions and is available under Windows 2000/2003 and Windows XP.

These business objects can talk to other business objects or directly to the data layer.

Stateless components are used for maximum scalability and are ideal for Web Service deployment.

The Data Layer

The data layer consists of any OLE DB based database including MSDE, Microsoft SQL Server, Sybase, Oracle etc. primeKey CRM comes with MSDE that is basically a cut down version of Microsoft SQL Server and can be used for up to 10 users. If your network does go beyond 10 users, it is recommended you upgrade to the latest version of Microsoft SQL Server.

Scalability using an n-Tier architecture

Because the business objects are 100% stateless components, primeKey CRM can be scaled out to support any number of servers. Using a load balancer computer and multiple business object computers, primeKey CRM can be scaled out to accommodate your user base when needed. This scalability is achieved because the client broker object DLL's make very 'chunky' 'get in and get out' calls to the transactional/non-transactional business objects. This results in minimal 'open' time for the server components and allows the component to service other clients. Disconnected recordsets are also used to increase scalability.

Security

primeKey CRM revolves around the notion of roles within a company. You can define a robust security structure using the default parameters of primeKey CRM and can also base the security model around Microsoft's COM+ security structure and define a stricter security model using packet encryption and role based security for Windows 2000/2003/XP. primeKey CRM's COM+ components are also split into standard and administration objects, allowing you to restrict access to these administration objects even further if you decide to use Microsoft's COM+ security model.

Requirements

For a single user install, primeKey CRM requires a minimum of Windows 2000. For a multi-user installation, primeKey CRM requires a minimum of Windows 2000 on the file server and a minimum of Windows 98 on the client workstations.

primeKey CRM
GENERAL FEATURES

- increased productivity
- time/task management
- job/project management
- delegation
- workforce collaboration
- calendar integration
- notes management and history for projects/jobs
- document management and history for projects/jobs
- email management and history for projects/jobs
- full keyword integration
- multiple document groups, including knowledgebases
- flexible security
- mobile workforce management
- call centre capabilities
- team based direct marketing
- role based direct marketing
- automated listing of companies to cold-call (direct marketing)
- automated reminders for companies if engaged/no answer etc. (direct marketing)
- automated demonstration time insertions when making appointments (for direct marketing)
- built in automation functions
- user friendly questions when primeKey CRM needs more information for further automation
- replacement for Microsoft Outlook
- in development since 1987
- support included
- extensive error reporting allows bugs to be resolved within 48 hours.
- guaranteed 90 day ROI
- automatic laser printing of letters and envelopes

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BUILDING COHESIVE MANAGEMENT

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