Eloqua Extends Integration On Demand with Pervasive's SalesLogix Gateway

"Integration Agent" Links Local CRMs with Hosted Campaign Management Service

"Pervasive's software has allowed Eloqua to focus on our key value proposition without having to develop custom code, so that we can bring up new customers with complete CRM integration in a fraction of the time formerly required. The integration agent is a very elegant solution for reaching legacy applications behind the firewall."

–Steven Woods
Chief Technology Officer and Co-founder
Eloqua

About Eloqua

Founded in 1999, Eloqua provides the leading integrated demand generation platform for executing, automating and measuring highly effective business-to-business marketing programs. Unlike stand-alone email products, Eloqua's Conversion Suite combines email, direct mail, chat and Web site analytics to drive the entire marketing process from contact to close, while making prospect interest and intent visible at every step. With market-leading technology backed by expert professional services, Eloqua automates best practices in demand generation for B2B marketers who need to produce a continuous flow of qualified leads for their sales force. Eloqua's customers include Sybase, Seagate, Nokia, JBoss, Administaff, Nuance and many other leading business-to-business marketers.

Executive Summary

Eloqua Corporation is the leading supplier of automated demand generation software for business-to-business marketers. Its innovative Conversion Suite platform is a well-regarded software-as-a-service (SaaS) solution that helps marketers execute, automate and measure advanced, multi-channel business-to-business marketing programs. When customer NetSimplicity wanted a quick-turn "gateway" integration solution to extend its SalesLogix CRM capabilities and leverage Conversion Suite, Eloqua teamed with Pervasive to bring about the high-value, high-ROI remedy. Eloqua also wanted to take an approach that could speed CRM integration at other customer sites, essentially providing turnkey integration for customers.

Key Challenges

A growing office administration software company, NetSimplicity relies heavily on CRM to close deals and drive revenue. "For NetSimplicity, integration between Eloqua Conversion Suite and SalesLogix CRM is absolutely critical to keeping our marketing and sales teams on the same page," said John Stockton, director of marketing at NetSimplicity. To achieve this requirement and meet project timelines, real-time integration between Eloqua's Conversion Suite and NetSimplicity's SalesLogix CRM system had to be implemented rapidly – within hours – and also serve as a gateway to improve NetSimplicity's leverage of its CRM assets. To achieve these results, speed to completion and ongoing data flow flexibility were essential.

Eloqua called on Pervasive to provide an "integration agent" to pull data from, and insert updates into, NetSimplicity's SalesLogix system. Moreover, Eloqua wanted Pervasive to deliver a solution that would find use with other customers who might want to integrate Eloqua services with their packaged or hosted CRM to drive additional value from the CRM while enjoying the speed and affordability of Eloqua's SaaS model.

Solution

Eloqua has built its ASP integration architecture around Pervasive's Integration Engine leveraging its high-performance connection to multiple CRMs. Since the Integration Engine is driven by XML instruction files that define data maps and process flows, Eloqua has created general purpose process flows that can be dynamically adapted for each new customer's CRM and business rules. The result is virtually instant integration ("Integration On Demand") no matter how heavily the user has customized their Salesforce implementation. Pervasive's integration agent approach allows Eloqua to deliver the same capabilities to SalesLogix users.

Pervasive delivered a SalesLogix "integration agent" to work in concert with Eloqua's data infrastructure. The gateway was installed at NetSimplicity's site without customization, enabling Eloqua to seamlessly access and update campaign data through the firewall. The solution can be extended to integrate with a range of Eloqua customers, regardless of whether they have traditional,

hosted or custom CRM. By incorporating reusable process flows, the Pervasive-powered integration approach can support Eloqua's full marketing automation offering at multiple customers to leverage CRM data, including legacy, hosted and packaged application data.

Pervasive installed the gateway in a matter of hours. For NetSimplicity, the Pervasive integration agent pulls data from and inserts updates into the SalesLogix system. Rather than complex maps, Eloqua instructs the agent to simply carry data forward from the back-end system and publish it as an XML data service at the edge of the enterprise. For future changes, Eloqua can auto-generate dynamic mapping for custom data exchange flows.

This gateway enables Eloqua to seamlessly touch the customer data just as if the customer used a hosted CRM solution. The solution can be extended to integrate with a range of Eloqua customers, regardless of whether they have traditional or custom CRM systems.

Results

- **Customer results.** NetSimplicity's John Stockton defines the power of the outcome: "Pervasive's integration engine helps ensure that marketers are held accountable for the revenue they drive, and that sales reps are using critical prospect activity data to quickly and effectively close deals. The integration delivers a holistic picture of our customer interaction end-to-end, better enabling us to measure and optimize our performance."

- **Agility and leveragability.** With no need for custom code, Eloqua can implement integration at customer sites rapidly and reliably. The solution lends itself to re-use so Eloqua can integrate future customers rapidly and reliably.

- **Speed to revenue.** Pervasive Business Integrator allowed Eloqua to map NetSimplicity's business rules to the integration framework in less than a day, a process that previously required weeks of effort, accelerating the speed to revenue.

- **Flexibility and control.** Eloqua now has greater flexibility to manage and update the integration processes for NetSimplicity or other customers, whether they use hosted CRM software and/or deploy a unique lightweight "integration agent" as a Web service at the edge of the customer's firewall.

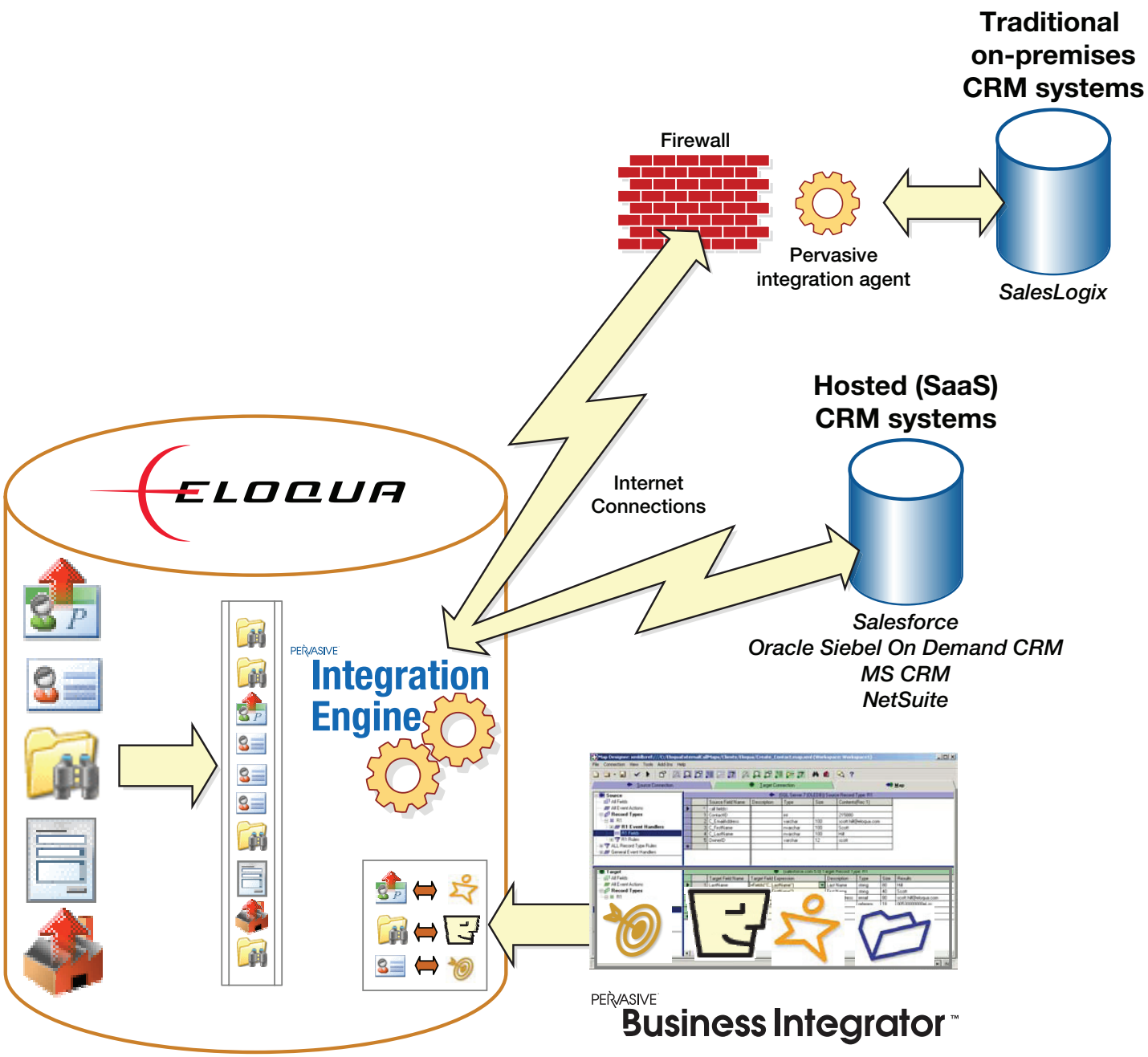
Conclusion

Eloqua now has a key competitive advantage in implementing rapid, repeatable solutions for integration to customers' CRM systems, whether hosted or on-premises. This integration enables clients to gain the full benefit of Eloqua's offerings by creating ever-evolving "closed-loop" marketing processes that improve marketing effectiveness, visibility and accountability. In NetSimplicity's case, its marketing and sales personnel are on the same page, and closing sales at a faster pace, thanks to robust, fully employed, real-time CRM integration with Conversion Suite.

Best Practices

The collaboration between Pervasive and Eloqua to create a breakthrough integration approach is the hallmark of a highly committed, highly productive partnership structured to deliver the best results for customers.

Pervasive allows Eloqua to focus on its key value proposition rather than on lengthy cycles of developing non-reusable custom code. And Eloqua customers benefit as well by receiving complete, reliable CRM integration quickly – and continuously. It's a process built to deliver for real business needs, in real time.


Traditional on-premises CRM systems
Firewall
Pervasive integration agent
SalesLogix
Hosted (SaaS) CRM systems
Internet Connections
Salesforce
Oracle Siebel On Demand CRM
MS CRM
NetSuite
ELOQUA
PERVASIVE
Integration Engine
PERVASIVE
Business Integrator™

Comprehensive Connectivity

Pervasive connectors enable rapid access to heterogeneous data. A comprehensive set of 150+ connectors allows a broad range of seamless connectivity to file systems, databases, message buses, EDI networks, Web-enabled applications, business applications and industry-standard protocols on numerous platforms. Also included is Pervasive's unique capability to process non-relational and semi-structured content buried in most companies.

File

Access
Access 97
Access 2000
Access XP
Alpha Four
ASCII (Delimited)
ASCII (Delimited) Join
ASCII (Fixed)
Clarion
Clipper
CLF Webserver
DataEase
DataFlex
DJ Log File Data
dBASE II, III (III+)
dBASE IV
dBASE V (IDAPI)
DIF
Enable
Excel
Excel 2000
Excel XP
Folio Flat File
Foxbase
FoxPro
LDIF
Lotus 1-2-3
Lotus Notes
Lotus Notes 5
Lotus Notes Structured Text
Lotus Works
Mac ASCII Delimited
Magic PC
MAILERS+4 (dBASE)
Microsoft Word (Mail Merge)
Paradox v5 (IDAPI)
Quattro Pro Windows v5
Rich Text Format (RTF)
Unicode (Delimited)
Unicode (Fixed)
WordPerfect 6.0 (Mail Merge)
Wordstar (Mail Merge)
WordPerfect 4.2/5.0
Visual FoxPro
Visual dBASE 5.5

Database

Oracle 7.x
Oracle 8.x
Oracle 8.x Multimode
Oracle 9i
Oracle 9i Multimode
Oracle 10g
Oracle Direct Path
Oracle SQL Loader
Pervasive.SQL
Pervasive.SQL v8
Pervasive.SQL v8 Multimode
Pervasive.SQL v9
PostgreSQL
PostgreSQL (ODBC 3.x)
Btrieve v5
Btrieve v6
Btrieve v7
Btrieve v8
CA dB-Fast
C-ISAM
Cloudscape
CWM
DB2 7.2 Univ. DB
DB2 7.2 Univ. DB Multimode
DB2 Loader
DB2 UDB Mass Insert
DB2 (ODBC)
DB2 Univ. DB
DB2 Univ. DB Multimode
eXcelon
eXcelon XIS 3.0
Hitachi Hi-RDB
IDAPI
Informix DB Loader
Informix (ODBC)
Informix Online DS
Informix/SE
Ingres (ODBC 3.x)
Interbase(IDAPI)
MUMPS (ODBC)
MySQL
NonStop SQL/MX
ODBC 3.x
ODBC 3.x Mass Insert
ODBC 3.x Multimode
ODBC 3.5
ODBC 3.5 Mul mode
RBase 4.5 (ODBC)
Red Brick
Scalable SQL
SQLBase
SQL Script
SQL Server 6.x
SQL Server 7 Mass Insert
SQL Server 7 (OLEDB) Multimode
SQL Server 7 (OLEDB)
SQL Server 2000
SQL Server 2000 Mass Insert
SQL Server 2000 Multimode
SQL Server 2005
SQL Server 2005 Mass Insert
SQL Server 2005 Multimode
SQL Server BCP
SQL Server Mass Insert
SQL Server (ODBC)
Sybase 11.x
Sybase 11.x Mass Insert
Sybase 11.x Multimode
Sybase 12.x
Sybase 12.x Mass Insert
Sybase 12.x Multimode
Sybase BCP
Sybase (ODBC)
Sybase SQL Anywhere
Sybase SQL Anywhere 6
Sybase SQL Mass Insert
Sybase SQL 11
Sybase SQL 11 Multimode
Teradata (Fastload)
Velocis (ODBC 3.x)
Watcom SQL v5
Watcom SQL (ODBC)

Application

AccountMate
ACT! for Windows
Apache CLF
Champion Acct.
CYMA Acct.
GoldMine
Great Plains DOS
Great Plains UNIX/Mac
Navision Financials
Macola Acct.
Market Force
Microsoft Dynamics CRM
Microsoft IIS ELF
PayChex DJF
Peachtree Acct.
Personal Librarian
Platinum Acct.
RealWorld Acct.
Remedy ARS
Sales Ally
Salesforce.com
SalesLogix
SAP IDoc
SAP BAPI
SAS
SBT Acct.
Oracle Siebel CRM On Demand
Solomon Acct.
SPLUS
SPSS
Statistica
SYSTAT
USMARC

Technology

BizTalk XML
Email
Email Attachments
Erwin
FF Queue
FTP
HTTP
HTTPS
HTML
JMS
LDAP
MSMQ (Extractor)
MSMQ (Fixed ASCII)
MSMQ (XML)
MQSeries (Extractor)
MQSeries (Fixed ASCII)
MQSeries (XML)
Oracle AQ
Oracle BPEL
SGML
SOAP
TCP/IP
URL
URI
XML
XML Schema
XML DTD
XML XDR

Legacy

ACUCOBOL (ODBC 3.x)
ACUCOBOL-GT v7
BAF
Binary
Binary Line Sequential
COBOL Copybook
COBOL Flat File
C-tree Plus
C-tree 4.3
Fujitsu COBOL
ISAM
Micro Focus COBOL
QSAM
Sequential Binary
Tape Drive Sequential
VSAM
Variable Sequential (MVS)
Variable Sequential (Record-V UniKix)
Variable Sequential
(SyncSort)
Variable Sequential (User Defined)

B2B

ACORD
EDI (EDIFACT)
EDI (X12)
HCFA 1500-NSF
HIPAA
HL7
HR-XML
MIB
Text (Delimited – EDI)
Text (Delimited – EDIFACT)
Text (Delimited – HL7)
TRADACOMS
UB92-NSF

About Pervasive Software

Pervasive Software provides embeddable data integration software that speeds the flow of data between applications and between organizations. Our robust technology and over 20 years of data integration expertise allows customers to re-use the same software for integration scenarios that span data warehouses, real-time application integration and data exchange with trading partners.

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