



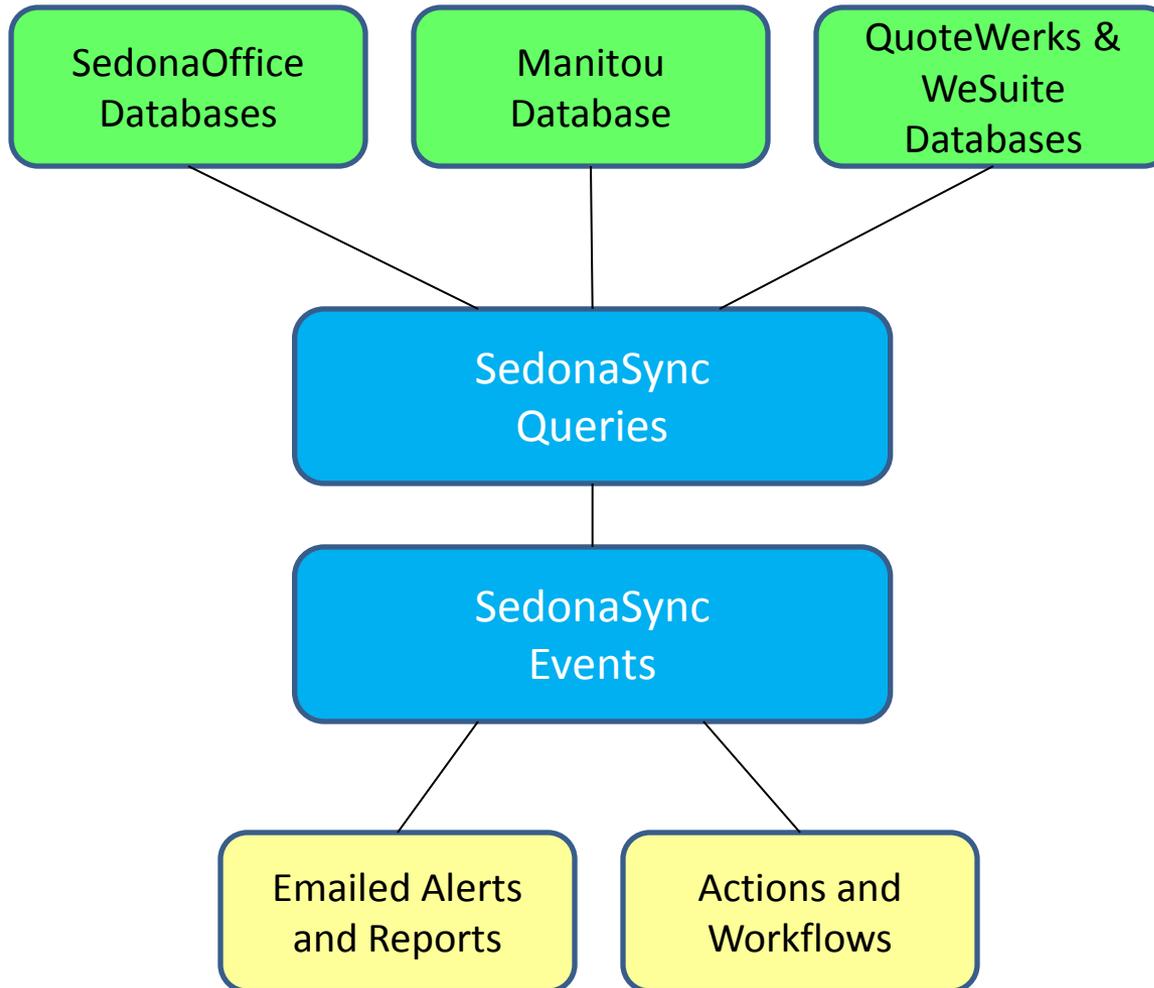
SedonaSync in Action

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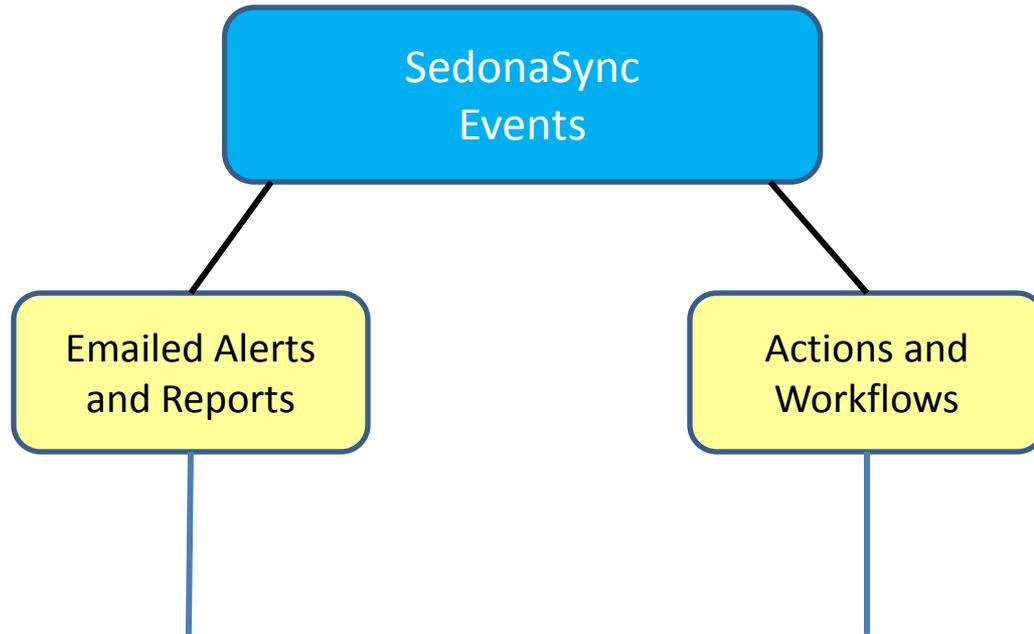
Brad Swindell

OPT Business Services, Inc.

What is SedonaSync?



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Alerts takes data collected from queries and generates all the necessary reports and graphs if configured. Then attaches them and then emails the data to the end-user.

Actions uses scripting to make changes to your data based on predefined conditions within your databases. This scripting allows you to import/export data to/from SedonaOffice and to integrate to other applications.

SedonaSync Modules

- SedonaSync Alerts Module
 - These licenses allow you to connect and retrieve data from your company's databases, and then email it to your recipients.
- SedonaSync Reports Module
 - Allows the creation and delivery of content rich reports, such as PDF Invoices and Statements.
 - Attach Simple Charts and Graphs to your events.
- SedonaSync Actions Module
 - Allows you to manipulate your data by scripting changes based on conditions seen by SedonaSync.
 - Export/Import data to/from other data sources.
 - Integrate to other applications by using scripting.

Panelists

- Steve Roy

Select Security



- Melissa DiPalma

Scarsdale Security Systems, Inc.



- Ben Gottesman

DGA Security Systems



SedonaSync Alerts

- With Alerts you can virtually create any notification based on data within SedonaOffice.
- Compare data within your database to monitor changes that could identify possible issues before its too late.

SedonaSync Reports

- SedonaSync Reports in conjunction with Crystal Reports allows you to create complex reports and get a grip on your big data while freeing up your staff from continually compiling these reports.
- One popular example is Email Invoicing and Statements. Using reports, SedonaSync will build the invoice or statement and export it as a PDF.
- Now with the added “Charts and Graphs” function you can add visual elements to your sync events to help you understand your data.

SedonaSync Actions

- Create Workflows and new functionality, by using SQL INSERT, UPDATE, DELETE commands or EXECUTE stored procedures to import data or run functions.
- Export to .csv, .txt, .xml (Excel) by using write to file.
- Create Dashboard Metrics by building KPI data and writing it to a .xml or .html file on a webserver to create a real time dashboard.
- Use VB.Script to build a REST API connector to integrate 3rd party products such as ACT-On and FormStack and Salesforce.com.

Panelists Questions

- What goals were you looking to achieve by using SedonaSync?
- How has SedonaSync positively impacted your business?
- What kind of insights were you able to draw with the data you gathered?

Panelists Questions

- Give an example where implementing **SedonaSync** automation has saved you time and money.
- Have you worked **SedonaSync** events into your daily routines?
- What is your most impactful **SedonaSync** event?

Panelists Questions

- How has your **SedonaSync** events been accepted by your clients?
- Give a few examples of other events you have running.
- What's next for your team?

Open Discussion

- How often do you send notifications your customers?
- How can **SedonaSync** help your marketing goals?
- What features would you like to see from **SedonaSync**?

Questions & Answers



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