

SALNTICA

PortfolioCenter® Integration

Salentica's PortfolioCenter integration with the Microsoft CRM speeds deployment and reduces customization cost through the use of a powerful ETL (Extract, Transform and Load) application. Salentica's integration automates the loading of Securities, Account Groups, Portfolios and Holdings information between PortfolioCenter and Salentica CRM, built on Microsoft CRM.

Organizations can now quickly and easily leverage all of the benefits of Salentica software for the management of customer financial information by extending it to CRM.

Salentica has adopted industry best practices for integration with the Microsoft CRM. The base integration can be quickly customized to meet a firm's particular information needs.

Functionality

- **Information replication in CRM from Portfolio Center**
 - Securities
 - Portfolios/Groups
- **Aggregated holdings for Portfolio Center Groups**
- **Core Components**
 - Triggered by Windows Scheduled Task, manually or scheduled automatically
 - Leverages Portfolio Center Trading Data Export functionality
 - Integration to Microsoft CRM through certified approach using web services
 - Console for scheduling processes and generating alerts
 - Integration logs provided in the CRM
- **Optional components**
 - Billing group level aggregation (groups of accounts)
 - Quarterly snapshot of portfolio cash balance & value
 - Recording of portfolio brokerage fees at user-controlled intervals
 - Ability to leverage Microsoft CRM workflow from with Salentica integration solution

Requirements

- Salentica CRM, based on Microsoft CRM 4
- Scribe Insight (included with Salentica Portfolio Center Integraion)
- SQL Server 2005 or 2008 (with SSIS installed and running)

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