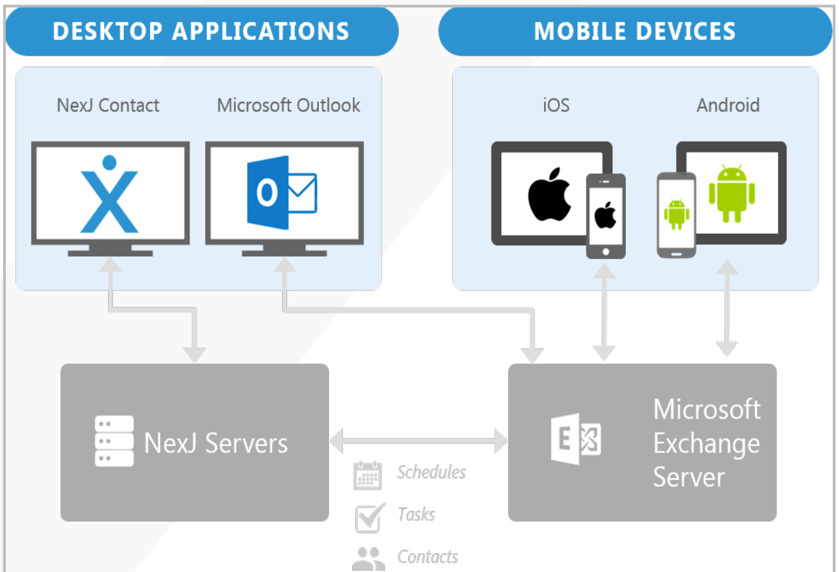
NexJ Solution Brief

# NexJ Enterprise Synchronization for Microsoft Exchange

## Automatic Schedule Synchronization is Critical

Fast moving sales and service representatives live and die by their schedules. Organizations therefore need efficient and reliable synchronization software that keeps their CRM schedule, Outlook, and all their mobile devices in sync. The software must keep the schedule items, tasks, and contact information up-to-date regardless of the device on which they were created and without manual intervention so that sales and serve representatives have access to the information they need when they need it.

Server-side synchronization is more reliable and easier to manage because it gives IT administrators complete, centralized control of the synchronization process.



NexJ Server-Side Synchronization

## Key Benefits

### Reliable Synchronization

- No duplication of meetings
- No missed meetings
- Users can schedule meetings and tasks across multiple devices

### Easy to Manage

- No need to deploy and maintain synchronization software on individual desktop machines
- Centralized control of synchronization
- Supports multiple versions of Microsoft Exchange at the same time
- Automatic synchronization process runs in the background to keep user schedules, tasks, and contacts up to date without user intervention

## *Server-Side vs. Client-Side Synchronization*

Most synchronization products use a client-side approach, which requires users to have multiple systems running on their desktop (Microsoft Outlook and CRM) and puts the responsibility for syncing data on the users. This approach significantly increases the complexity of synchronization and thus the potential for problems.

NexJ Enterprise Synchronization for Microsoft Exchange simplifies the synchronization process by taking a server-side approach. With server-side synchronization, organizations can achieve real-time bi-directional synchronization between NexJ Customer Relationship Management (NexJ CRM) and any Microsoft Exchange-enabled application. Meetings, tasks, and contact information are automatically synchronized between NexJ CRM and Microsoft Outlook, and other Microsoft Exchange-enabled applications, such as iPhone or Android applications. Users don't have to worry about opening multiple applications or launching a synchronization process. Everything is handled by the servers, so users always have the information they need when they need it; and IT spends less time and effort managing the synchronization process.

NexJ's server-side synchronization provides key capabilities for IT administrators including:

- Automated synchronization with iPhone and Android mobile devices, with no extra effort required
- A robust rules engine, providing smart conflict detection and resolution
- Tools specifically designed to help administrators troubleshoot synchronization issues across multiple systems

## Never Miss a Meeting with Reliable Server-Side Synchronization

Unlike most intelligent CRM products, such as Microsoft Dynamics or Salesforce, NexJ Enterprise Synchronization for Microsoft Exchange:

- Does not require the CRM software to be running
- Does not require Microsoft Outlook to be running
- Does not require users to manually start the synchronization process from their client machine or mobile device

With NexJ Enterprise Synchronization for Microsoft Exchange, users don't have to think about synchronizing data between devices. It just works.

## *Reliable Synchronization*

Server-side synchronization increases the reliability of customer data across the organization. Unlike client-side synchronization software, NexJ does not require Microsoft Outlook to be running for synchronization to occur. This avoids network spikes that can occur when large groups of users power on at the same time (e.g. first-thing Monday morning) using client-side solutions.

Server-side synchronization ensures that there is no duplication of meetings and no missed meetings as the user's calendar is always up-to-date. By using server-side synchronization, organizations can ensure that users and the organization have the same client information at all times, increasing the value of the intelligent CRM system, and increasing the overall efficiency and adoption of client-facing processes across the entire organization.

## *Easy to Manage*

NexJ's server-side synchronization approach means that NexJ Enterprise Synchronization for Microsoft Exchange needs to be installed once, and can be maintained centrally for all users and desktop machines. IT administrators don't need additional tools to manage or deploy software updates across hundreds or thousands of users, and users don't need to install synchronization software on individual desktop machines.

Upgrades are also easier to manage with NexJ Enterprise Synchronization. It supports multiple versions of Microsoft Exchange, so organizations can gradually move users off of one version of Exchange and on to another, without interrupting service. This gives organizations greater IT flexibility of the migration process.

Server-side synchronization is completely automated, so it removes the possibility of human error from the synchronization process. Users don't have to manually start a synchronization process if they want to keep their schedule, tasks, and contacts up to date. They don't even have to start their Exchange-enabled applications for the sync to work. With server-side synchronization, users have access to synchronized information in real time and don't have to wait for periodic synchronization processes to finish before they can access their schedule.  Because information is always synchronized, users can continue workflows across multiple devices. This makes it easier for users, who never need to worry about synchronizing their data. This in turn increases trust and user adoption of intelligent CRM products, as users are not responsible for managing synchronization between their mobile devices and the CRM system.

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### About NexJ Systems

NexJ Systems is a provider of Intelligent Customer Management software for the financial services industry. The Intelligent Customer Management suite is comprised of NexJ's award winning-products that use artificial intelligence to optimize customer management and increase advisor productivity, and cognitive applications that use machine learning to recommend the right actions to work smarter and faster.