NEXJ SYSTEMS INTEGRATION OVERVIEW

At NexJ Systems, we understand that user adoption is key to the success of any Customer Relationship Management software implementation, and that integration improves user adoption rates. Users recognize value in their Customer Relationship Management software when they get more out of the product than they put into it. This is especially important in enterprise environments, where access to massive amounts of data and the work of other team members is crucial to delivering a superior client experience. NexJ provides world-class tools and techniques to best support this through integration. By integrating your applications and data into one view of the client, you can provide all of the available enterprise information readily to your users.

This document explains NexJ's flexible integration options and capabilities.

Business is About Relationships.™

NexJ's products – NexJ Customer Relationship Management (CRM), NexJ Customer Process Management (CPM), and NexJ Customer Data Analytics & Intelligence (CDAi) are open for integration. They have many ways of configuring integration with other systems. All of these capabilities are enabled by the Integration Layer of the underlying framework. It provides extensive capabilities and tools to support integration scenarios from message based to shared database or user interface (UI) mashups.

The primary message-based integration capabilities are:

Model Services (REST)   provide secure API access to the business model (public methods and attributes) over HTTP(s). It is available using XML, SOAP, JSON, and REST interactions from any HTTP-capable client, including JavaScript libraries, .NET, and Java applications. These are the services used by NexJ's UI.

SOA Services   provide contract-based web services to integrate with client enterprise SOA standards. This approach insulates services from business model changes between releases and provides versioning support. It is available over HTTP(s) using SOAP or JSON-RPC. These services may also be used in NodeJS for agile service development between releases.

Integration Services   provide the most flexibility for custom service development. They are capable of sending and receiving over HTTP(s), file drops, message queues, TCP, UDP, and mail protocols. Supported wire formats include comma-separated value, tab-separated value, fixed or copybook, EDI, JSON, Object, vCard, XML, SOAP, and Zip. Orchestration is visually declared and can support virtually any integration pattern, for example, content based routing, ESB or point-to-point, synchronous, or asynchronous. It also supports advanced capabilities for SSO, entitlements, and certificate authentication.

Message-based Integration Capabilities
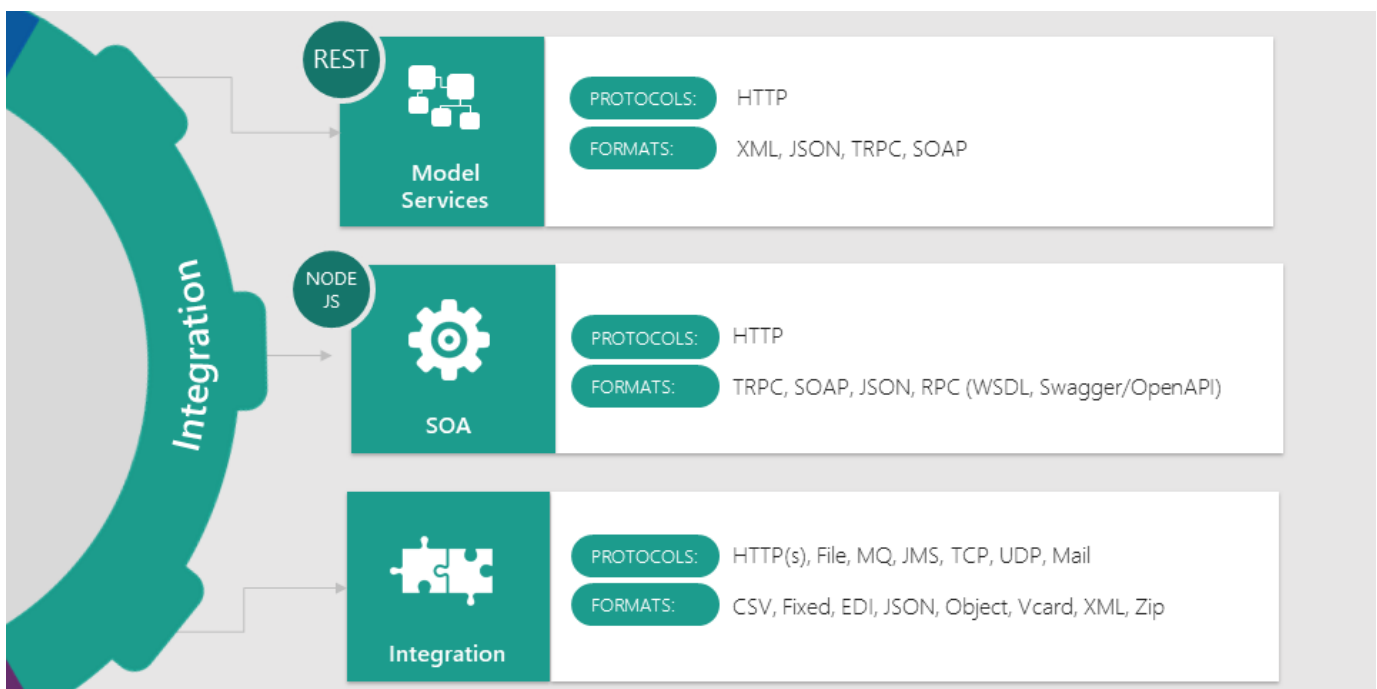
Additional capabilities for integration with NexJ include:

NexJ Portal

provides context sharing and UI mashups in the presentation layer. NexJ declarative portlets, custom UI, and 3rd party content can share context, events, and notifications on the client without the need for server-to-server integration.

Business Model Persistence Mapping

provides real-time connectivity to databases and services giving you a virtualized view of your enterprise data. This flexible tooling provides high-performance access to data at source while consistently applying security, auditing, business rules, and processes. The mapping of classes and attributes to database tables and columns is done logically and declaratively at design-time. During deployment, the mapping binds to the appropriate physical database type (for example, MSSQL, Oracle, DB2, and etc.). Advanced capabilities, such as intelligent caching and sharding, are also supported. Once the mapping is completed, designers can create UI, analytics, and reporting without having to think about schema, SQL statements, or service calls.

Bulk Data Ingestion and Extraction

can move large volumes of data in and out while respecting the security, business rules, and processes defined in the business model. Business Intelligence (BI) Models provide simplified views of the operational model to analytics and reporting and may be populated in batch or real-time. ETL tooling also leverages the business model and provides page-based workflow for data. System flags can be used to turn off certain capabilities, such as auditing, for more efficient updates during a high-volume data transfer.

The Synchronization Engine

keeps data in two or more systems in sync. This powerful feature is what is behind NexJ's Enterprise Synchronization for Microsoft Exchange and can synchronize any two systems with mappable keys, in real-time or in batch.

Direct SQL Integration

with NexJ products, the recommended approach is to use the business model, ETL tooling, or the synchronization engine so as to respect the security, auditing, and business rules enforced by the business model.

The Streaming Interface

provides real-time access to any audited changes in the business model. It is used by CDAi to capture and process changes.

Integration is important to user adoption. Users recognize value only when they get more out of the solution than they put in and have all enterprise information readily available. This is especially important in the enterprise environment. At NexJ we understand this and provide world-class tools and techniques to best support enterprise integration.

To learn more about how NexJ Systems can help you improve user adoption, visit **www.nexj.com** or email **info@nexj.com**

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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.