

# DataSync Solutions



## Synch All Your Information

You've got a customer service system that tracks incoming calls. A CRM tool that gives purchase insights. A database full of sales contact information. But nothing that links them all together. A wealth of information is only as good as your ability to use it, and bringing together islands of data is not only overwhelming, but extremely time consuming and expensive—until now. Allegiance can help maximize the potential of your data by synching and sharing it among applications.



**DataSync**

### Make your existing tools more valuable

Allegiance DataSync is a synchronization tool that allows data to be shared in real time between diverse applications. Imagine integrating a contact list with an Allegiance survey that follows up on sales decisions. Or letting your customer service team see a person's profile alongside the feedback that individual gave via an Allegiance feedback solution. DataSync multiplies the value of Allegiance Enterprise Feedback Management and your data-oriented applications by connecting the data within each.

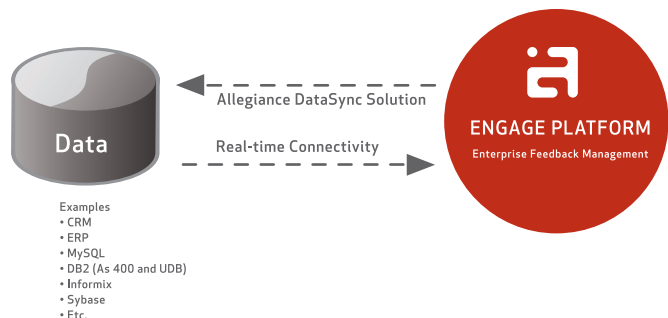
### Maximize your company's relationships

By giving your organization an easy way to access multiple sources of information, you can begin to understand your customer and employee groups better. Synch response data with existing information systems provides a more holistic view of what's going on in their minds as well as their actions. Seeing this data together in real time allows you to respond more effectively—whatever the interaction may be. For instance, when a potential customer chooses not to buy from you, that decision is often left as a dead end. However, DataSync can use this action to deploy an Allegiance survey so you can learn why the customer went another direction. This act in itself creates a relationship with your company—and opens the door for future communications.

By using DataSync to share data you will know more about the people your company interacts with, you'll make more informed decisions, and you'll gain a significant competitive advantage. Consider the ways you can empower your business processes by sharing information via DataSync:

- Connect survey responses with customer databases
- Sync incidents or complaints to CRM systems for better service efforts
- Connect employee input with HR data systems
- Send alert notifications to external reports and other processes
- Set up surveys to monitor post-transaction feedback

- Deploy Allegiance surveys to query and thank customers according to sales histories
- Display or link to external database information on dashboards
- Increase the accuracy and volume of feedback by synching data lists
- Make reports more comprehensive and robust



### Save time and money

Cross-referencing disparate data sources is extremely time and labor intensive. Custom integration solutions are typically too cumbersome and costly for organizations to implement. DataSync, however, allows you to quickly and easily export information from one application and transfer it to another. Synchronizing the data is bi-directional and in near real time, so you can always have the most recent, relevant information at your fingertips.

### Works easily with the systems you use now

Best of all, DataSync is incredibly easy to deploy and manage. As a Software as a Service (SaaS) solution, there's just a one-time setup with minimal configuration and internal development. DataSync was created specifically to connect information across different platforms and remote systems, so you won't have to worry about an impact on current infrastruc-

# DataSync Solutions

ture or security. DataSync can easily synchronize with different types of data points such as SaaS, CRM, ERP, customer support systems, flat-files, web services, messaging systems, and more. DataSync with a range of databases including:

- MySQL
- DB2 (AS 400 and UDB)
- Oracle Sequelink Server
- MS SQL Server
- Informix
- Sybase
- MS Access

## The Allegiance family of solutions

DataSync combines the wealth of information in your existing data stores with the power of Allegiance Enterprise Feedback solutions. The Allegiance family of solutions helps manage both engagement and your ability to listen to the voice of customers and employees across your enterprise. While each solution may be implemented separately to focus on a particular area of need, optimal effectiveness is achieved when Allegiance solutions are integrated and used in conjunction with your other systems.

### The Allegiance Family of Solutions



*The Allegiance Engage platform delivers convenient, cost-effective Software as a Service (SaaS) solutions. They require no hardware or IT support.*

## Customer Loyalty Solutions

- Convenient, easy methods for customers to give you feedback
- “Pulse checks” let you know customer mindsets at any time
- Scientific and professionally designed engagement survey allows you to proactively request targeted information
- Multiple pre-designed survey templates
- Real-time dashboards analyze data and let you react immediately
- Expert consulting to define and achieve optimal customer engagement
- Engaged customers are proven to spend more, be loyal longer, and more effectively promote your business

## Employee Retention Solutions

- Gather employee input via website, intranet, employee terminals, and other interaction points
- “Pulse check” employee mindsets at any given moment
- Request employee feedback using multiple, pre-designed survey templates
- Dashboard view helps identify trouble spots
- Predictive analytics help prevent meltdowns before it's too late
- Expert consulting to define and achieve optimal employee engagement
- Engaged employees are more productive, less likely to leave their jobs, and are directly linked to higher sales

## Enterprise Feedback Solutions

- Tools to gather quality information about specific topics quickly
- Ready-made survey templates make basic surveying effortless
- Custom options are easy to implement for targeted info
- Professional statisticians can help you create and analyze feedback
- Set up online links to surveys for access from anywhere
- Distribution system gives tight control of recipient audiences
- Reporting system quickly rolls up results for immediate response
- Quality survey data helps you make informed strategic decisions

## Professional Services

- A range of consulting services that can be tailored to your company's requirements
- Implementation Consulting assists you in setting up your optimal Allegiance solution
- Our Education Services team provides computer-based and instructor-led training
- Customer Support Services dedicates a customer success manager who guides you through the engagement process to meet your specific goals
- Our Customer Support team delivers different levels of on-going support
- Best Practices Consulting Services give you access to our team of Ph.D's, statisticians, loyalty and engagement experts

For more information, visit [www.allegiance.com](http://www.allegiance.com).  
To demo a product or contact Allegiance sales, call  
801.617.8000.

© 2009 Allegiance Inc. All rights reserved.