



Elements Advisor for MQSeries

Make your e-customer feel like a valued customer

To meet customer demand for convenient 24x7 access to products, services, and information, companies are turning to e-business. However, companies need to make the move to automated systems carefully. Customers are expecting more out of the deal, not less. Rigid sequences of menus will not do. E-businesses need to deliver the same level of care as the best human representatives, in addition to delivering the flexibility afforded by advanced information technologies.

Bringing CRM up to speed

The richer the experience delivered, the more complex these automated systems can become. In a sophisticated Customer Relationship Management (CRM) system, the software that creates the relationship between what the customer wants and how your company does business - its business logic or rules - has typically been woven into millions of lines of code within a sea of disparate applications and platforms.

Elements Advisor for MQSeries simplifies this valuable, yet problematic aspect of CRM. Elements Advisor puts the business rules in a central location, or rules server, where virtually any CRM application can access them and where

they can be changed quickly by business managers. MQSeries provides superb messaging middleware capabilities, enabling access to information throughout the enterprise. With the combination of Elements Advisor and MQSeries, business rules can be modified and new ideas implemented across the enterprise in minutes rather than months.

Solid footing in a constantly changing computing environment

Elements Advisor for MQSeries allows you to leverage your existing resources and respond quickly to change. Elements Advisor is the only 100% Java-certified business rules solution that operates as an integrated component in enterprise application architectures, allowing easy integration with both new and existing applications. It provides a complete CRM business rules development environment and rules engine that can be deployed on a server, a client, or within an Internet application.

What's more, your investment in hardware and software is protected by the industry-leading messaging standard, IBM MQSeries, which supports over 35 different platforms from PCs to mainframes.

With Advisor for MQ, you can:

- Treat each e-customer as a unique individual
- Ensure consistent customer care between all touchpoints
- Empower business managers to quickly adapt systems to change
- Reduce time and cost associated with developing and maintaining e-business systems

Elements Advisor for MQ Series enables enterprises to rapidly introduce new products, promotions, market segments, policies, and procedures across all touchpoints.

