

SuperOffice Expander



Introduction & Background



SuperOffice®

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Software from SuperOffice is well known (and awarded!) for its unique usability.

We have provided more than 200.000 company employees throughout the world with a tool to improve company productivity and increased sales. This has been, and will always be – our main goal. Nevertheless we have in recent years also put extensive efforts into making SuperOffice a “CRM Platform”. The term “platform” indicates that you should be able to **build** something on top of the ready-to-use software that SuperOffice provides.

In addition, the platform is made for integrating SuperOffice CRM seamlessly with other software offerings, preparing the solution for an OEM-based sales model.

To be able to build – or to **Expand** – you need a set of **tools**. SuperOffice Expander consist of a set of Developer Tools that makes it easy (and of course efficient) to expand and customize any SuperOffice installation to suit the needs of the individual company.

SuperOffice Expander does also facilitate a market of “Solution Providers” – that is, independent software vendors (ISVs) who develop standard modules and applications that work seamlessly with the SuperOffice standard products.

To illustrate the scalability of SuperOffice CRM, we can identify 3 stereotypes of customer solutions. **SuperOffice CRM Standard, Enhanced and Customized**. Stereotypes two and three require modern, robust, usable and cost effective development tools if they are to be long term profitable. SuperOffice Expander provides such tools.

Before we proceed to describe the concept in more detail, let us explain why we see this as a very important change in the SuperOffice product portfolio as well as a general shift in IT trends and priorities.

We believe there are two main drivers behind the evolution of the CRM-market:



CRM has become a strategic topic for most businesses today. It is a strategy, a vision with defined business processes and has over the last years acquired all the characteristics of a maturing profession. It's being discussed in boardrooms and at top management level. Hence it is given a far stronger priority and attention than only a few years ago. CRM vendors are facing concrete demands regarding integration at all levels – application-, data- as well as process integration. This shift in customer attitude and priority requires considerable changes in CRM software architectures as well as the ability to accommodate new needs.



Adopting the emerging technologies is a prerequisite to meet the new demands from professional customers. The competing technologies JAVA and .NET are both improving application development and system architectures. In addition the IT industry has agreed on important standards that benefits both the customers and the software companies: WebServices and XML. These standards are widely seen as important facilitators of robust and cost effective means for systems integration and communication across application platforms.

With SuperOffice Expander and our CRM NetServer built on .NET technology and a Service Oriented Architecture, SuperOffice is able to meet new requirements from today's challenging CRM customers.

SuperOffice Expander

With the introduction of SuperOffice Expander, we provide a collection of state-of-the-art **Developer Tools** for enhancing and integrating with the SuperOffice CRM products.

The Developer Tools consist of SDKs (Software Developer Kits) containing an extensive library of API's (Application Programming Interfaces) suitable for different technologies and different needs. The APIs are developed by SuperOffice ASA as an integrated part of our product development. This means the APIs are built into our standard software.

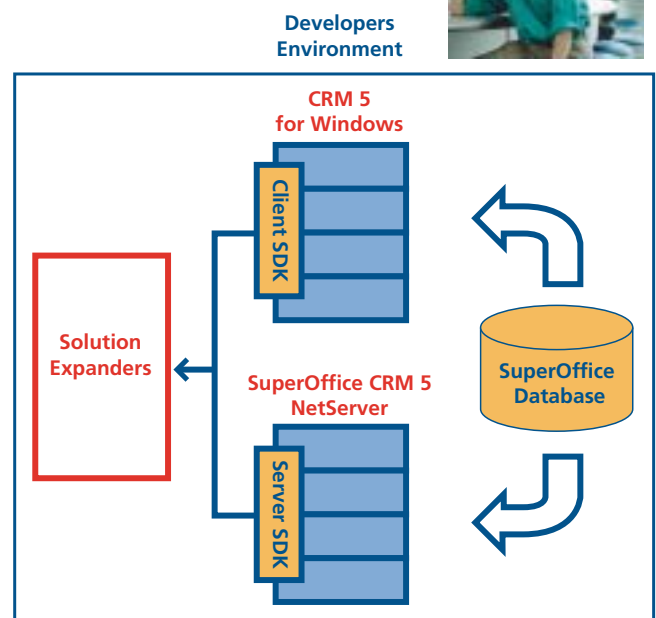
SuperOffice Expander consists of the following main components:

- The Client SDK
- Server SDK
- Database Model Description

Expander offers a variety of interface technologies to meet the requirements from different customer infrastructures, technologies and preferences. The freedom of choice between different technologies and interfaces also allows the developers to work efficiently in their favorite programming language.

Interface Technologies:

- COM Objects
- OLEdb Provider
- Event Server
- Layered VS.NET classes (Database Access, Entities, Persistence)
- Service Objects
- Web Services (SOAP/XML)



SuperOffice Developer Network

The Expander Developer Tools are available through **SuperOffice Developer Network (DevNet)**. This is an organization – and an online resource center and community - established to support developers building what are called “Solution Expanders” for SuperOffice CRM.

(The term ‘Solution Expanders’ covers the variety of modules, add-ons, plug-ins, extensions, links, integrations, applications, etc – built with the Expander tools).

Access to SuperOffice Developer Network is obtained by subscription.

DevNet (devnet.superoffice.com) is a website hosted by SuperOffice ASA and memberships are available for customers, ISV's, system integrators – anyone with an interest in developing enhanced and customized solution based on SuperOffice CRM.

SuperOffice developer Network provides the following services to all subscribers:

Online services:

- Access to the SDK's and the database Model Description
- Download of all developer versions of SuperOffice standard applications
- Articles, Tech Bulletins, news and events
- Library containing tutorials, reference architectures, code samples, etc.
- Programmers community and newsgroups
- 3rd part solutions directory (“Solution Expanders”) and case studies
- Online support

Consultancy services:

- Training courses (paid service)
- On-site education, consultancy and professional services (paid service)
- Presale assistance to partners.

A Symbiotic Strategy

A basic idea of SuperOffice is to develop and market a generic, horizontal CRM product for the international marketplace. SuperOffice CRM shall be suited for virtually any industry and any size of companies. We are never compromising on usability and are almost religious when it comes to design of the user interface. These clear priorities also put some constraints on our product development. Achieving the required level of usability often means to **leave something out**. If every functional idea should be realized, we (and our customers) would soon be fighting with an elephant – huge, clumsy and not very likable.

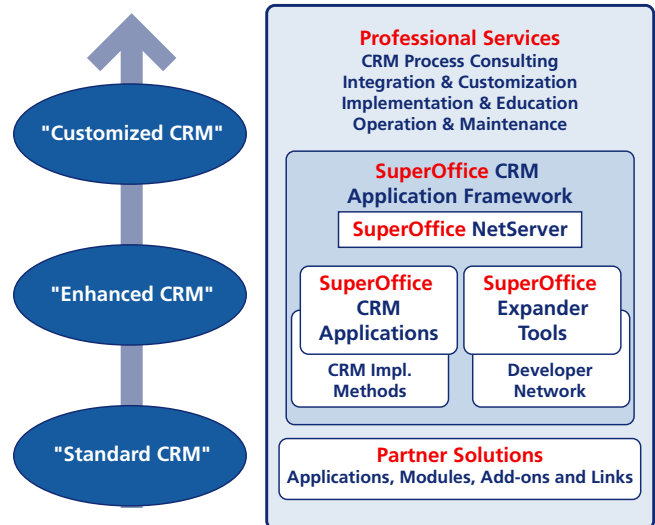
Prioritizing and choosing the right and most important features is a challenging process. As a general guideline, we are investigating new ideas to see if the majority of our users will benefit from it before we decide for an implementation.

This is the background for the 'symbiosis' we are living in with our partners – the ISV's and the System Integrators. By providing usable Developer Tools – like Expander – they are able to expand the functionality of our standard software applications.

As seen on the concept sketch below the Partner Solutions are positioned as a core element of the SuperOffice offering to the market.

Symbiosis: A relationship of mutual benefit or dependence.

A complete, scalable CRM-concept Customize, Extend & Integrate! Assist & Deliver



What does SuperOffice Expander mean for Products & Licensing ?

DevNet



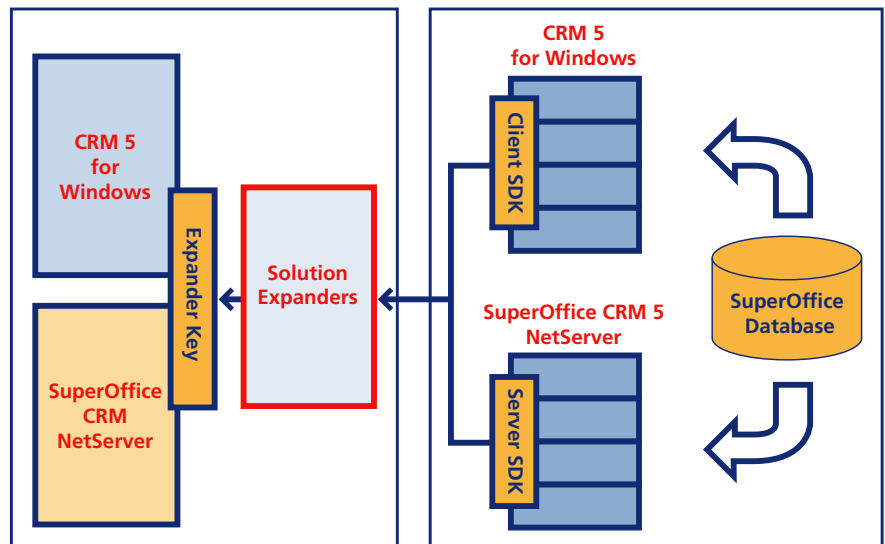
Customer Environment



Developers Environment

1. The customer has decided on software from SuperOffice and orders the required suite of standard SuperOffice Products.
2. To accomplish the company's needs by 100%, the customer has also decided on a no. of additional modules developed by an ISV Partner of SuperOffice.

The partner is of course already a subscriber to developer Network and has access to the Expander Developer Tools.



... and/or:

3. The customer will enhance the solution with individual customizations developed by its own IT Department.

The IT Department has to sign up for a membership in Developer Network to gain access to the Expander Developer Tools.

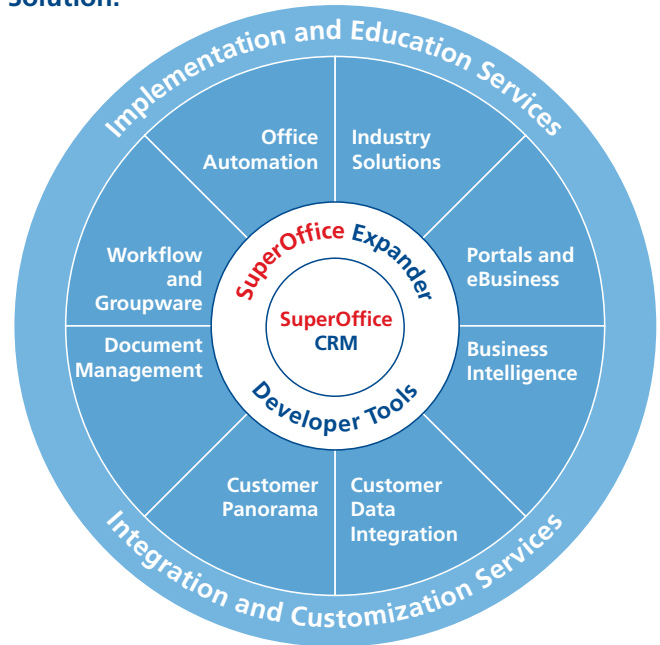
4. Software developed with Expander Developer Tools use so called APIs to access SuperOffice. These APIs are built into the SuperOffice CRM standard software and has to be activated (unlocked) at each customer installation before the solution expanders are able to run.

The customer has to acquire Expander Key Access Licenses to enable this activation. The unlocking of the APIs is done for all APIs and technologies collectively, and allows any number of solution expanders to be run on the installation. The number of Expander Keys needed is equivalent to the no. of CALs.

Expander Solution Ideas Directory Listing

Numerous ways of expanding your SuperOffice CRM Solution.

- Hook into and extend the workflow of CRM 5 using the event server interface.
- Integrate web-applications directly into the SuperOffice CRM 5 interface with the **web integration toolkit (panoramas)** - bringing the best of two worlds together on your desktop.
- Invite your customers and partners into a collaborative environment using **Expander for Collaboration**. eCRM functionality has never been easier to implement – more secure and easier to administrate!
- Link data and functionality from your CRM system directly into your company homepages or any other web-site of your company using the **Server SDK**.
- Let your enterprise applications communicate and co-operate with SuperOffice using **Web Services (the SOAP protocol)**.
- Building CRM **Portlets or WebParts** into your portals – whether it's an Intranet or a Customer Portal, is a easy using the **Service Components** from SuperOffice.
- Exchange data across databases with help from the **SuperOffice SyncServer**. Tie your customer data together in a homogenous environment!
- Need a low level, efficient interface to SuperOffice data? Manipulate (read, add, modify) them directly in the CRM database by working through the **SuperOffice Database Interface (sodbif)**. Too low level or time consuming? Call for services in the entities- or the persistence-layer.
- Integrate your telephone-system with the Contact database of SuperOffice using the well documented COM-objects of the **Client SDK**.
- Share your documents across applications using **Document Archiving Plug-in** enabling any document archiving system.



- Customize and extend the security and access control using the **Sentry Plug-in Architecture**.
- Make your favourite email-system an integrated part of SuperOffice using the **Mail Plug-in Architecture**. (We have already provided plug-ins for Outlook, Notes and MAPI-clients).
- Enhance and extend the functionality of SuperOffice CRM by developing seamlessly integrated add-on applications and modules using the Client SDK as well as the Server SDK.
- Are you in need for efficient storage of documents being scanned? **SuperOffice Incoming Document Service** is made especially to support you in capturing these documents and files.
- Do you want a super-tight integration between SuperOffice and MS Office? Use the **SuperOffice SmartDocs XML Expansion pack** and develop "intelligent documents and templates".
- Make SuperOffice the core of your upcoming development project. Build your new applications on top of 15 years of awarded experience in building CRM applications.

Expander Solution Ideas Directory Listing

Numerous ways of expanding your SuperOffice CRM Solution.

- Make SuperOffice the core of your upcoming development project. Build your new applications on top of 15 years of awarded experience in building CRM applications. Sign up for a membership in the [SuperOffice Developer Network](#) and get access to the [SuperOffice Expander Developer Tools](#) and [online resources supporting developers](#). You're almost half way there ...
- Integrate all your office production tools and store your documents in structured archives. The [SuperOffice Document Production and Template System](#) will assist you.
- Analyze your sales staff performance and activities in your personal favourite tool (Excel, Business Object, Cognos, etc.). Generate customized sales estimates and forecasts to predict the future and decide actions by efficiently [extracting data](#) from the SuperOffice database.
- Link, transfer, import/export data from any other system using the [Import/Export facilities](#) of SuperOffice CRM.
- Build vertical (branch) solutions inside or on top of SuperOffice using the full featured [SuperOffice Expander Developer Tools](#).
- Build your own custom or embedded CRM clients on the SuperOffice CRM NetServer technology. It might be customized clients for use on special devices, special purposes or special internal user groups – tailored to your need and specification.