877-CRM-1942
sales@CRM-Rules.com
www.crm-rules.com

CRM Rules! – More Than Just a Pretty (Inter)Face

The first thing people notice is the elegant design. The sleek forms mimic the look and feel of CRM 2011. Long and tedious JavaScript code is replaced by easy to use, fill-in-the-blank forms. It promises the lure of saving time and money and of not needing to code JavaScript anymore….

But CRM Rules! is more than just a pretty face; more than 'just' a productivity tool. While it certainly will save you many hours of effort 'coding by web search' – searching for code on the web that closely matches your requirement, and then suffering through the painful process of making the necessary changes so it will work for you – CRM Rules! has deeper, concrete benefits.

All code is stored in a database

Keeping track of your business logic can get complicated as your CRM system grows. When you create a rule in CRM Rules!, it is stored in a central database. Why is this important? One customer created over 280 rules in the first six months of owning CRM Rules! In a typical CRM system, it would be nearly impossible to keep track of and debug each of those rules. With CRM Rules!, all code and business logic are stored in the CRM database allowing you to use all of the native CRM search tools to easily find your rules when needed. CRM Rules! captures all of your metadata in custom tables, allowing you to do "reverse searches". For example, you can easily open one field's record and find all of the rules in which this field was involved in an action by simply clicking on the "Then Actions" link.

Debugging Help

A database of your business logic can also be helpful in debugging, as you attempt to determine why code that worked perfectly before is no longer working. For example, you can find all of the rules that would fire when a certain form is loaded. The JavaScript code that is generated by CRM Rules! is placed in clear text in the CRM form, which allows you to also use the F12 debugger to trace the program execution.

You can also generate a report that lists all of the rules attached to the onLoad, onSave, or onChange events, to serve as a handy reference when considering changes to your business rules. This can be invaluable when expanding your CRM system.

Upgrade Protection

Another benefit of having your code in the CRM Rules! database is upgrade protection. As you may know, the JavaScript syntax changed dramatically from Microsoft CRM 4.0 to CRM 2011. It may very well change again when cross-browser support is introduced, and of course Microsoft can simply choose to modify the syntax at any time. When all your rules are in the CRM Rules! database, you no longer have to worry about changes to JavaScript syntax, as CRM Rules! will take care of that for you. We will always translate your rules into the correct code syntax.

In short, while CRM Rules! first captures people's attention by replacing their existing JavaScript code process with our elegant forms, the true benefits of having your custom logic stored in a CRM database will keep providing benefits to your organization throughout the life of your system.