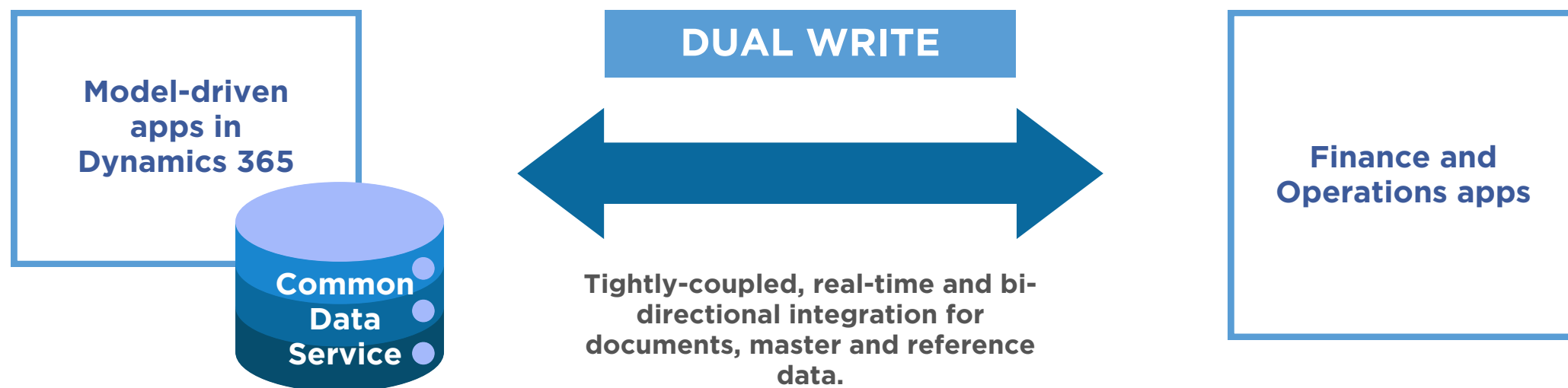


STREAMLINE YOUR BUSINESS

DYNAMICS 365 DUAL WRITE

Effortlessly integrate Dynamics 365 Finance and Operations with Customer Engagement applications



BENEFITS OF DUAL WRITE



Unified User Experience

Break down information silos! Sales, marketing, finance, and customer service teams can access and update the same customer and product information in a single platform, eliminating the need to switch between applications.

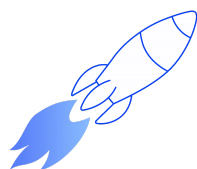
Improved collaboration, increased employee productivity, and reduced errors.



Complete Digital Feedback Loop

Gain a 360-degree view of your customer journey. Changes made in CE (e.g., a new sales order) automatically reflect in Finance & Operations (e.g., inventory update), and vice versa (e.g., fulfillment updates flow back to CE).

Faster decision-making, improved customer satisfaction, and enhanced operational efficiency.



Faster Innovation & Time to Market

Dual Write streamlines data flow, eliminating manual integration delays. This allows businesses to adapt and innovate quicker.

Respond to market changes faster, launch new products and services efficiently, and gain a competitive edge.

HOW DUAL WRITE WORKS

Dual Write utilizes an integration approach



Change Detection

When data is created or modified in either F&O or CE applications, Dual Write detects the change.



Data Mapping

Pre-configured mappings determine how the data should be translated between the two systems.



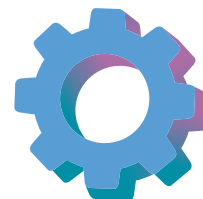
Data Synchronization

The mapped data is automatically synchronized to the other application in near real-time.



Data Updates

The receiving application processes the synchronized data and updates its records accordingly.



Dual Write supports synchronizing various data types, including master data (customers, products) and business documents (sales orders, invoices).



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Business Applications

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GET STARTED WITH DUAL WRITE

1. Link your F&O environment to Common Data Service
2. Configure Entity Mappings to define what data to synchronize