PRODUCTIVITY SUITE TO LINE OF BUSINESS SYNCHRONIZATION MECHANISM

Abstract

A synchronization method is arranged to permit synchronization between a productivity suite application and a line of business (LOB) application such as a Customer Relation Management or CRM application. Requests are sent from the productivity suite application to the LOB application via a web service call to update, delete, or create a new entity in the LOB application. The LOB application extracts each request from received web service calls, where the request can be provided in an XML data representation. Requests are communicated to the productivity suite application via control messages that are embedded in an email to update, delete, or create an item in the productivity suite application, where the item is associated with a LOB entity. The control messages are hidden from the user, and extracted from the email message for evaluation, conflict resolution, property promotion and binding between the LOB entity and the productivity suite application item.

FIG. 7