Enterprise Overview
User Guide

SmartOffice®

Proven in Practice™

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Introduction

The focus of this document is to provide a high-level executive overview of the functionality and logic that is the basis of Enterprise View in SmartOffice. The goal of this document is not to provide a detailed analysis of the operation of this component and various iterations and permutations but instead a more generalized conceptual understanding of the concepts. For a detailed explanation of enterprise view functionality within the SmartOffice system, please refer to the *Enterprise View User Guide.*

Definitions

In order to discuss Enterprise View functionality, it is important to define the terms that will be used.

- **Contact Centric Data** – includes the various types of contact records and the other types of records that are directly linked to contact records. The linked records include SmartPad notes, Investment data, Policy data, Activities, Letters, Sets, etc. Generally, this data cannot exist in the database unless it is directly linked to a contact record.

- **System Data** – is not Contact Centric Data. This type of information includes items that are not directly linked to contact records, and can generally be described as configuration or utility types of records. These include Form Letters, Dynamic Reports, Filters, Word Tracks, Carrier Records, Product Information, Security Master Records, Seminars, Campaigns, and Recruiting Positions.

- **System Office** – when SmartOffice is installed and offices are created, the first office that is created is generally called the System Office. This is a very powerful office and therefore only a limited number of logins should be assigned for this office.

- **Tree Structure** – the graphical representation of the hierarchy established within the system.

- **Root Office** – the highest office in a hierarchy structure. All other offices linked to this office are child offices. System Data flows from this office to offices below it.

- **Parent Office** – an office below the Root Office that has other offices linked below it. This office is a child of the Root Office but a parent to the other offices linked below it along a particular branch of the hierarchy.

- **Child Office** – is any office that is linked below another office.

- **Distributed Enterprise (Partial Hierarchy)** – while most System Data will be distributed throughout the Enterprise through the System Office, there may be times when it is necessary to administer more localized control over the distribution of some types of System Data. This is possible with the use of the Distributed Enterprise, or Partial Hierarchy functionality. When offices are arranged in a hierarchical fashion or tree structure, System Data can be shared exclusively with the offices below a particular office down the specific branch.

- **Enterprise User** – is a special type of user that has the ability to see Contact Centric Data in the offices below their office. The role of Enterprise User is granted by selecting **User Management** from the **User Setup** expanded menu, on the **User Roles and Licenses** tab.

Establishing a Hierarchy Structure

The rules regarding the overall structure of hierarchy in the SmartOffice system follow industry standard practices. This is as a pyramid tree structure. The hierarchy definition begins with a Root Office and one or more Child Offices below it.
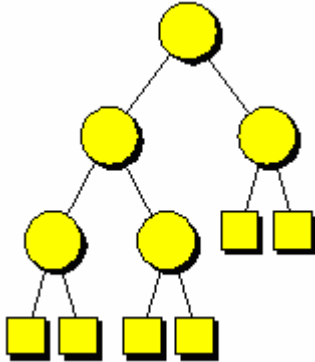
Using a tree structure, an organization can layout their organizational chart and map the pattern to the SmartOffice structure. A hierarchy structure can have one root office with one or more branches or multiple roots with multiple branches. Each root will have its own branch of data visibility. The diagram below depicts a hierarchy structure with two separate roots because this SmartOffice installation is for a financial services corporation with two distinct production groups that want to have distinct paths for the flow of Contact Centric and System Data but share one installed instance of the program and one System Office for configuration data.
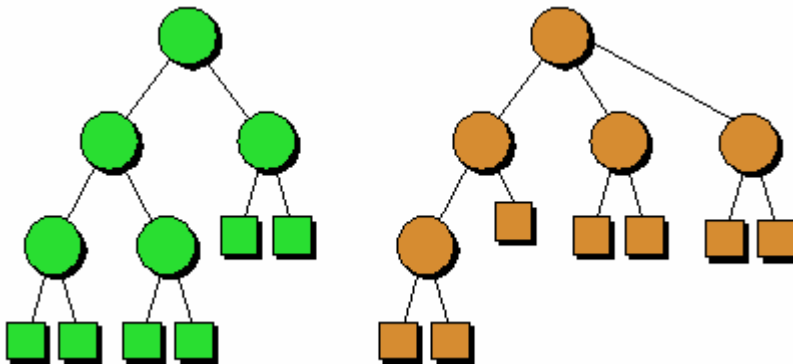
Data Flow and Data Visibility

Data Flow

The flow of data, whether it is Contact Centric Data or System Data, is in one direction only. This is an important concept to understand. System Data only flows down from a higher office to lower offices and Contact Centric Data flows up from a lower office to higher offices. Therefore, because Contact Centric Data only flows up, a Set created in a higher office would not be available to any offices below it in the hierarchy.

Data Visibility

Contact Centric Data

All Contact Centric Data entered in a lower office will be visible to Enterprise Users when logged into a higher office along the same branch of the hierarchy. If an office is higher than the office in question but not along the same branch of the hierarchy, then the data will not be visible even from within the System Office.

An Enterprise User has the ability to manage all Contact Centric Data, not marked private, in lower offices. An Enterprise User carries the roles and licenses from their original office with them while working in enterprise mode. Unless the Enterprise User has selected Impersonation Mode, they will not be able to view System Data entered in a lower office.

Key Points

- An Enterprise User can view all Contact Centric Data in linked lower offices that has not been marked private
- Proxies do not apply to a user working in enterprise mode. (Note: this rule also applies within the office where this user logged into the system)
- System Data available to an Enterprise User is data that comes from the logged in office of the user. (Note: System Data is not accessible from the lower office where the Contact Centric Data is accessed unless the user is using Impersonation Mode)
- Impersonation Mode enables an Enterprise User to work in a lower office as if they actually logged into that lower office. While in Impersonation Mode, the Enterprise User has complete access to both Contact Centric and System Data that has not been marked private in the local office
- The following roles are not functional when enterprise mode is enabled:
  o Record Privatization
  o Mass Modify
  o Mass Assignment
  o Convert Contact
 o Mass Activity Creation
  o Mass Assign Primary Advisor

System Data

System Data entered in a higher office is available to all offices below it along its specific branch of the hierarchy. This data can be viewed and used by users in the lower offices but not changed. Often, as with a System Letter, this data can be duplicated and then modified for a specific need in a lower office but the original System Data remains unchanged.

An Enterprise User working in enterprise mode views Contact Centric Data from their logged in office and lower offices. Accessible System Data comes from the logged in office and any higher office. While in Impersonation Mode, an Enterprise User can view System Data from all offices along the branch of the hierarchy as if they had actually logged into the lower office.

Key Points

The following diagram will be used to explain some of the key points related to System Data visibility:
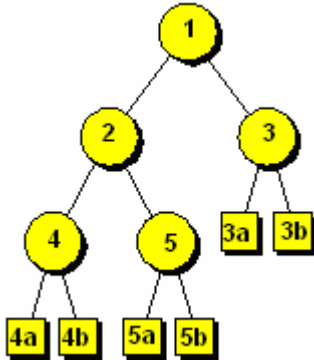
- Office 1 is the Root Office and all System Data entered in this office is visible to all lower offices in this structure
- Office 2 is a Parent Office to the offices below it. System Data entered here can be viewed in the Child Offices 4 and 5 and the other Child Offices below these but not along the branch that contains Office 3. (Note: this is an example of a Distributed Enterprise branch)
- Office 4 is a Child Office to Office 2 and a Parent Office to the offices below it. System Data entered here can be viewed in Child Offices 4a and 4b but not Office 5 or either of the two offices below 5. (Note: this is an example of a Distributed Enterprise branch)
- Contact Centric Data will be visible from the lower offices by an Enterprise User in the higher offices along the same paths detailed in the previous bullet points

System Office

When the SmartOffice system is installed, one default office is also created. This office is designated as the System Office. The name is not important and can be changed, however the inherent functionality of this office is important. This office is special because all System Data entered into this office is automatically visible to every other office on the system, whether or not the other offices are located below it in a specific hierarchy.

It is recommended that the System Office be reserved as a configuration office only and that little if any Contact Centric Data be entered here. Due to the global distributed nature of the System Data entered in the System Office, it is recommended that only a limited number of users have access to this office to ensure data integrity and compliance.