```java
package crm;

import javax.persistence.EntityManager;
import javax.persistence.EntityManagerFactory;
import javax.persistence.Persistence;

import entities.Customer;

public class AddCustomer {

    public static void main(String[] args) {
        EntityManagerFactory emf = Persistence.createEntityManagerFactory("mssqlserver_msdb_ddl");
        EntityManager em = emf.createEntityManager();

        Customer c = new Customer("Larry","elon@twitter.com");

        em.getTransaction().begin();
        em.persist(c);
        em.getTransaction().commit();

        em.close();
        emf.close();

    }

}
```