

## Salesforce.com Integration Enables Faster, Consistent Response to Customer Inquiries Worldwide



The client helps its customers around the world store, manage, protect and retain their data assets. Recognized throughout the industry for continually pushing the limits of today's technology, this leading provider of storage systems and software drives cost efficiencies and accelerates business breakthroughs. With over 12,000 employees in more than 150 offices worldwide, it provides expert services and global support.

### INDUSTRY SECTOR

High Tech

### BUSINESS AND TECHNOLOGY DRIVERS

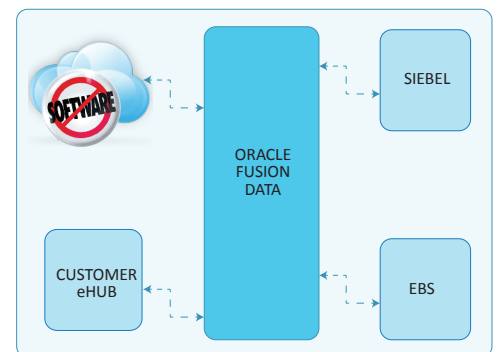
- Increase in velocity of quote to invoice
- Quickly adapt to competitive pressures and market conditions
- Growth in no-touch quoting volume through channels
- Decrease time-to-market of new or enhanced product offerings and pricing changes
- Maintain order fulfillment cycle time and delivery performance

### Business and Technical Challenges

The client had a number of disparate systems that needed integrated with Salesforce.com (SFDC) in order to create a uniform and faster process for generating client quotes and proposals. Having more than 5000 sales users and channel partners, the current process was cumbersome, requiring numerous manual efforts that often resulted in slow turnaround times and data entry errors.

To resolve the challenges, the client partnered with Infogain to integrate opportunities from SFDC with its quoting systems — Siebel and Oracle E-Business Suite (EBS). The proposed solution would create one master record, leveraging Oracle Fusion Service-Oriented Architecture (SOA) that could:

- Process orders from the quoting system in SFDC
- Synchronize customer data from the customer data master, EBS and Siebel
- Align sales users / roles within SFDC and quoting systems



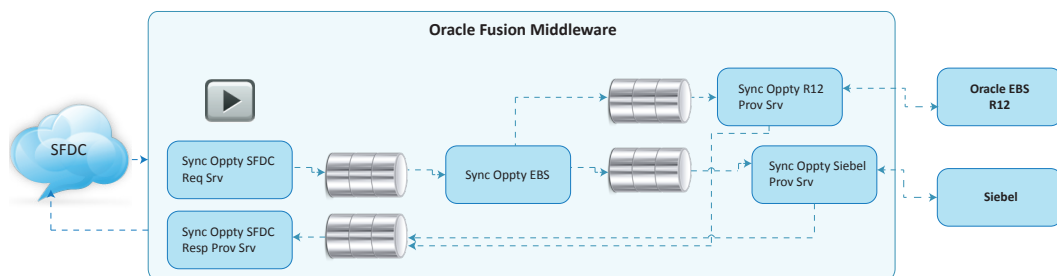
Oracle Fusion SOA-based integration with SFDC. Infogain's solution integrates SFDC with Siebel, EBS and Customer eHub to create one master

### Solution & Scope of Work

During a 10-month timeframe, Infogain implemented the service-based integration solution that involved over 45 services from Oracle Fusion Middleware. It enabled the real-time integration of SFDC with in-premise systems, including Oracle EBS R12, Customer Master (CDH) and Siebel, allowing objects like opportunities, quotes, customer data, and sales user data to easily flow from one system to the next.

## BENEFITS OF ORACLE FUSION SOA

- Consistent, reliable information
- Quick response to customer inquiries
- Elimination of data duplication
- One master record for all data assets



Oracle Fusion Middleware allows objects, such as opportunities, quotes and customer data, to simultaneously flow back and forth between systems.

## PROVEN PARTNER

With software product development, web services and CRM domain expertise, Infogain is recognized for delivering excellence through:

- Dedicated focus on user adoption
- End-to-end implementation services
- Deployment of industry best practices
- Focus on innovation

Leveraging an Agile project methodology, the project was divided into scrums and sprints. Technical leads were identified for each scrum, and were responsible for requirements gathering and services design as per the pre-defined framework / utilities. Both onsite and offshore resources were leveraged to meet stringent deadlines and to retain costs.

## Key Benefits

Once the Oracle Fusion-based services oriented architecture was fully established, the client's global sales team immediately began generating orders within its ERP from quotes in SFDC. Other benefits included:

- Automatic updates to master data environment
- Plug-in based, new system could be added with less hassle
- EBS and Siebel were synchronized in parallel, allowing easy decommission of Siebel system
- Enabled reusability now that enterprise services were exposed
- JMS and HTTP-based, highly scalable architecture allowed other systems be added to the SOA ecosystem with ease

## Why Infogain?

Infogain brings the following strengths to each engagement:

- Deep understanding of integration and SOA solutions
- Expertise in integrating SFDC with in-house and SAAS applications
- Robust accelerators and frameworks to expedite SFDC integration
- Dedicated Center of Excellence to carryout proof of concepts and pilots
- Strategic partnership with OEM to integrate SFDC



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