Salesforce Integration Case Studies
with
Magic xpi Integration Platform

A Sample of Magic's Salesforce Integration Customers and Partners

CFS Clinical USA

About CFS Clinical

Specialty provider focused on the business and financial management activities of clinical trials

Processes hundreds of millions of dollars in transactions related to clinical trial activity around the world

Completely cloud-based IT systems, using technologies from such renowned corporations as EMC, SAP, Microsoft and Salesforce.com

Listed on the 2013 Inc. 500/5000 List of Fastest Growing Private Companies

Challenge

- CFS identified a major unmet need in the marketplace for payment management and contract management services for pharmaceutical sponsors, biotech companies and clinical research organizations
- Lack of technology integration and standard business processes meant that it was difficult, if not impossible, to properly calculate grant dollars earned and to efficiently administer payments to sites

Solution

- **Systems integrated: Salesforce, SAP Business One ERP, and CFS's Proprietary ePayment System, Chase Payment Services, EMC's Documentum eRoom Content Management System**
- Magic Integration Platform was used to automate business processes develop a highly controlled and fully integrated payment processing and forecasting environment

Results

- The new integrated business process architecture allows CFS to pay investigative sites both quickly and accurately by means of electronic funds transfer (EFT) and to provide detailed electronic remittance and statement information.
- Magic integration capabilities helped CFS extend its technology applications to SaaS and cloud computing environments
- The integration solution also complies with the Clinical Data Interchange Standards Consortium (CDISC) standard.

CWS boco Germany

About CWS Boco

One of the leading service partners for complete washroom hygiene solutions, from dust control mats to industry-specific work apparel, personal protection wear and textile services on a rental basis.

Provides modern, sustainable services and develops flexible customer solutions.

Represented in 17 European countries and in China

Has approximately 7,900 employees.

Challenge

- Operating in many countries worldwide with heterogeneous sales processes and diverse market landscapes, CWS-boco required a unified model to integrate multiple information management systems using uniform processes, systems, and KPIs.
- The integration solution needed to have a wide variety of application and technology adapters to connect diverse applications used in different countries

Solution

- **Systems integrated: Salesforce, 4 different SAP systems including SAP R/3, mutiple ERP systems, a proprietary CRM system, a proprietary handheld system and an online fax solution**
- CWS-boco worked with leading Premier Consulting Partner of salesforce.com, Nefos GmbH for implementation
- Magic xpi's native Salesforce adapter ensured accurate, real-time exchange of data throughout CWS-boco's global operations.
- The integration solution was implemented in 13 European countries

Results

- The integration solution improved the efficiency and functionality of existing systems and also enabled CWS-boco to improve opportunity management and increase sales

"*Magic xpi enabled us to develop and implement our solution for CWS-boco, integrating Salesforce with SAP and multiple other systems very quickly*"
~ Robert Santner, Founding Partner and Head of Consulting Services, Nefos GmbH

datacolor

Challenge

- Datacolor utilizes Salesforce as its customer relationship management (CRM) system and Oracle's JD Edwards EnterpriseOne as its enterprise resource planning (ERP) system.
- They wanted to connect between the two systems in order to increase efficiency and decrease costs.

Solution

- **Systems integrated: Salesforce and JD Edwards**
- Magic's native adapters for Salesforce and JD Edward enabled optimized integration into both systems.
- When an order is generated in Salesforce, the information is automatically sent to the Magic xpi engine which feeds the information into JD Edwards EnterpriseOne.
- Back-office employees can access the information in order to validate orders and send shipping confirmations to the customer.
- The solution also automatically sends the order out for production.
- When an order status is updated in the ERP tool, Magic xpi feeds it into Salesforce so both systems stay updated.

Results

- "One measurable benefit right out of the gate is that we've cut our data entry in half. We're able to put the data in once and have it update in several areas automatically, which is going to result in a huge amount of resource and cost savings down the road," says Mark Callahan Director IT Datacolor.

Godrej Properties
India

Challenge

- Ensure proper and effective integration between Salesforce and SAP
- Prior to integration:
  - Real estate inventory was manually created in SFDC using Excel uploads
  - Inventory blocking, sales, cancellation and transfers were all done manually in SAP
  - Each project had separate cost components and sales processes varied widely due to regional/state regulations

Solution

- **Systems integrated: Salesforce and SAP**
- The Magic xpi solution automated all required processes including:
  - Inventory creation in SFDC
  - Inventory operations including: blocking, sales and order creation, cancellations, and transfers
  - Customer operations like customer creation and customer data updates
- Salesforce is now the single point access for entire sales and marketing team

Results

- Enormous time savings for order processing
- Consistency and correctness of data across applications
- IT gained flexibility to implement business rules based on regional/state requirements

Loxam Group France

◇LOXAM

About Loxam Group

European leader in rental equipment for construction

Loxam Group recorded turnover of €828 million Euro and had a workforce of 4330 (2012).

Founded in 1967, the Group now operates in 10 European countries + Morocco, boasting a network of 598 branches

Challenge

- With Group branches not synchronized, using different Sales applications, Loxam decided to standardize on Salesforce as a single CRM system to ensure consistency between the various teams and to optimize sales management processes
- Loxam also wanted to integrate its new Salesforce CRM system with its RentalMan ERP system already being used across the entire Group to improve customer follow up and sales efficiency

Solution

- **Systems integrated: Salesforce CRM, RentalMan ERP, Coface and CreditSafe Risk Rating Databases**
- Magic partner, system integrator Kerensen Consulting, led the implementation project with Loxam's IT department
- Magic xpi was used to transfer customer data from the ERP to Salesforce and provided real-time bi-directional synchronization between the two applications.
- Magic xpi was also used to connect to external credit systems, Coface in France and CreditSafe in Belgium, through web services, so when a new customer is identified, a corresponding customer risk assessment check is made before validating the data into Salesforce

Results

- Over 1500 Loxam employees now benefits from a 360-degree customer view, streamlined processes and improved sales performance
- The integration between Salesforce and RentalMan was completed in just three months

MILBON
Japan

Challenge

- MILBON uses Salesforce Chatter and SharePoint Online for information sharing.
- Because data input to multiple cloud services was done manually, sales rep had to work overtime until late at night when the data were aggregated.
- To increase employee efficiency and speed of information gathering, MILBON needed an integration tool which could exchange data among multiple cloud services automatically.

Solution

- **Systems Integrated: Salesforce Chatter, SharePoint Online, BI Tool, and SAP ERP**
- Magic xpi is the only solution MILBON found that could connect to SharePoint Online.
- Sales activity documents and reports that are attached in Salesforce Chatter are transferred to SharePoint Online
- Daily Sales reports and Sales data from SAP ERP are aggregated to Salesforce automatically by Magic xpi.
- Relevant numerical data are loaded to the BI tool.

Results

- Manual data entry work to multiple cloud services is now automated
- Workload of more than 500 sales people has been significantly reduced.
- Salesforce storage fees have been reduced.
- All employees are now able to find documents more quickly and easily

Challenge

- Online Trading Academy's (OTA) livelihood depends on its ability to manage the sales leads and invoicing for thousands of individuals, many coming through franchises.
- The company was relying on two key software applications to control, the handling of sales and accounting for the company: Salesforce and QuickBooks respectively. As valuable as these applications are, they couldn't do the full job that OTA needed to integrate data and processes across the organization.

Solution

- **Systems integrated: Salesforce, QuickBooks, and Online Trading Academy's website lead database**
- Used Magic's Integration Platform to automatically merge and de-duplicate sales leads from different financial sites, bringing clean data into Salesforce
- Automatically assigned incoming leads to various franchises based on zip code
- Integrated Salesforce with QuickBooks for fast, efficient generation of electronic invoices and financial reporting

Results

- Enabled OTA to leverage investment in existing systems to meet customized business process needs
- Increased competitiveness by eliminating costly and time-consuming manual processes and paper invoicing
- High return on investment; paid for itself with automation of a single process
- Additional integration projects underway

About Stallergenes

Worldwide leader in the Life Sciences Industry

N ° 1 worldwide in allergen immunotherapy

1100 employees, presence in 20 countries, product distribution in 50+ countries

248M€ in 2013 with 3,5% growth

20% invested in R&D

STALLERGENES

Challenge

- To improve the global procurement chain, increase reliability and to better unify the information in the various components of the company's information system
- In 2005, Stallergenes turned to Magic to build an Online Prescription Tracking Service to streamline its back-office information flows
- In 2012, Stallergenes needed to continue to optimize communication between its purchasing and ERP systems with a key integration point around its Veeva CRM, system which is built upon Salesforce.

Solution

- **Systems Intgrated: VeevaCRM /Salesforce, Lawson M3 ERP, SAP ERP**
- Magic xpi built native communication between Stallergenes' disparate systems, enabling them to automatically connect purchase orders and entries from its Lawson M3 ERP before validation into their SAP Financials system.

Results

- "Magic has enabled us to optimize our workflows, making them reliable and completely transparent for users, whether they are at our French, German or Italian site" said Stallergenes CEO, Mr Thierry GREHAIGNE.
- "For more than five years now, Magic xpi has enabled us to implement a high-performance, paperless infrastructure," he adds, "we can look ahead to future technological changes with confidence."
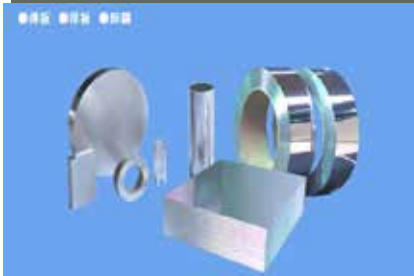
SUS-TECH
Japan

About SUSTECH

Processes and sells stainless steel, aluminum and various other metals.

Owns Japan's largest stainless steel coil center.

Sales of ¥ 37.7 billion (FY 2012)

Network of 15 sales, processing and distribution centers across Japan.

Expanding coil center business in Asia, including China and Singapore.

Challenge

- SUS-TECH doesn't own any on-premise core systems and therefore doesn't have any dedicated information systems personnel.
- Their core manufacturing and LOB applications are run on an outsourced IBM i system hosted at a data center.
- SUS-TECH wanted to integrate Salesforce with its core IBM i system to combine data including: Product sales details, hot sales rankings, revenues of salesperson, etc., to enhance information sharing and improve sales management strategies and tactics.

Solution

- **Systems integrated: Salesforce and Manufacturing system on hosted IBM i**
- After comparing EAI tools from three different vendors, SUS-TECH determined that Magic xpi was the only platform that provided bi-directional integration between Salesforce and IBM I, specifically the ability to write data directly on IBM i. The others are only one way: IBM i to Salesforce.
- SUS-TECH was also very happy with Magic's ease of use and low impact load on the backbone system.

Results

- After just 2 days of training and consulting by Magic's Professional Services team, SUS-TECH was already developing multiple integration flows.
- Magic xpi automated data extraction, aggregation and report delivery by email.
- Manual labor was eliminated
- Document and report creation was made more efficient.

Magic xpi Integration Platform

Key Benefits

Fast Time-to-Market

- Code free, metadata based platform enables developers to be highly productive
- Comprehensive, easy-to-use , enterprise-grade technology
- 60+ off-the-shelf optimized application and technology adapters

Low Cost Of Ownership

- Vendor-agnostic – use the same solution to automate business processes across diverse back-end IT systems, legacy, cloud and proprietary applications
- No need for expensive specialized programmers
- In-Memory Data Grid (IMDG) architecture with high availability, elastic scalability, automatic failover and extended management capabilities

Future Proof

- Incorporates new technologies to address future market needs and technology capabilities
- Enabler for current and future low-latency, transactional mobile/cloud application integration needs
- Part of Magic's comprehensive enterprise mobility solution

Expertise

- 30-year experience in application development and integration solutions
- Worldwide operations, support and references
- Large worldwide network of partners for successful implementations

Part of Magic's End-to-End Enterprise Mobility Solution

Magic End-to-End Enterprise Mobility Solution
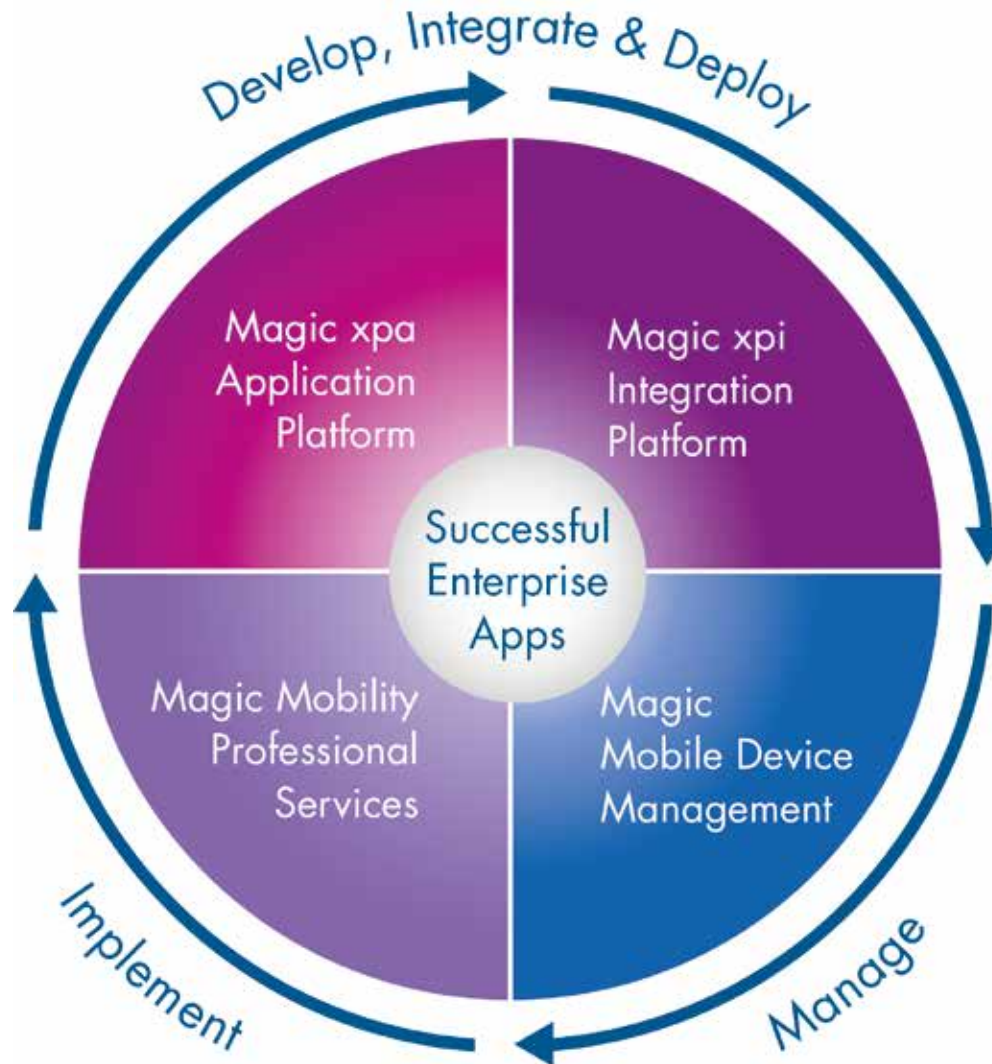
About Magic Software Enterprises

A global provider of application **development** and
integration platforms and **enterprise mobility solutions**

30
years

of proven
experience

Experts in

Innovative
technology

Focused on

Business needs

Corporate Overview

Established
In 1983

NASDAQ
(MGIC)

15 offices
Worldwide

Over 50
Countries

1300
Employees

>2,500
Global
Partners

Thousands
of Customers

Millions
of End-users

>2,500 Integration and Development Partners, including…

Technology / Mobile Partners

salesforce | SAP | Microsoft | ORACLE | SUGARCRM

SAMSUNG | sage | SYSPRO | IBM | perceptivesoftware from Lexmark

Development Partners

IntraSoft | Accensys System Integration | Capgemini CONSULTING.TECHNOLOGY.OUTSOURCING | IMEX CANADA INC. | inex

T Systems | STARSALE www.starsale.nl | MLC MICROLINK CORP. | Syntel BANKING SOFTWARE | iSDC