

Prolifics Succeeds With Salesforce.com Integration

Overview

Description

- ✓ Integrate Salesforce.com with other internal and external systems

Software

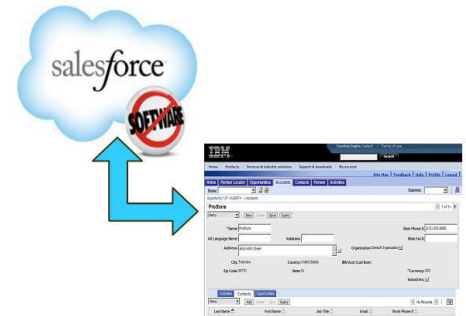
- ✓ IBM WebSphere Process Server
- ✓ IBM WebSphere Transformation Extender
- ✓ IBM Tivoli Composite Application Manager

Benefits

- ✓ Streamlines processes and reduces time cost
- ✓ Facilitates integration of systems to the hub
- ✓ Monitoring capabilities ensure high availability and performance
- ✓ Eliminates manual processes and reduces potential for error

Client Background

Prolifics is the largest systems integrator specializing in IBM technologies and provides expert services including architectural advisement, design, development, and deployment of end-to-end SOA, Portal and Security solutions. The company operates as part of SemanticSpace Group with over 1,000 employees in offices throughout North America and Europe.



Business Problem

As a strategic partner of IBM, Prolifics actively participates in IBM's software programs, requiring them to submit sales information into IBM's CRM system. In order to manage these programs, Prolifics was faced with a very manual and time consuming effort of duplicating information that was already stored in their own CRM system, Salesforce.com, before entering it into IBM's Siebel-based CRM system. The company's key goals were to maximize efficiency and success with the software programs, while eliminating detailed manual processes.

Solution

A leader in providing solutions for customers' business problems, Prolifics looked within its own infrastructure for ways to improve efficiencies and integration capabilities.

Prolifics utilizes IBM WebSphere Process Server and WebSphere Transformation Extender to transform data and automate its transmission from the company's CRM (Salesforce) to IBM's Siebel-based CRM for partners (Global Partner Portal). Process Server enables the company to choreograph the flow of data from point-to-point, streamlining the process and bringing the time cost from hours down to minutes. Building their own Enterprise Service Bus enables the company to easily add and integrate systems to the hub, using Transformation Extender to consistently transform data between them. Prolifics also uses IBM Tivoli Composite Application Manager to monitor the environment and diagnose any problems that may arise, ensuring high availability and performance.

The solution's benefits were noticed immediately, with real-time data submission and an 83% decrease in the time spent registering deals. Prolifics enjoyed lower processing costs and higher processing capabilities across their enterprise infrastructure. Automated processes allowed for the reallocation of resources to focus on more strategic tasks and reduced the potential for errors that are often associated with manual tasks. Prolifics also saw an increase in their own revenue due to their ability to better share opportunity information with their most strategic partner.

About Prolifics, a SemanticSpace Company

Prolifics is the largest systems integrator specializing in IBM technologies. Having garnered awards for its solutions and technical excellence across IBM's entire software portfolio, Prolifics provides expert services including architectural advisement, design, development and deployment of end-to-end SOA, Portal and Security solutions. SemanticSpace, Prolifics' parent company, is a global IT services firm providing application development, testing, application maintenance and outsourcing services. Bringing over 30 years of experience and a strong global presence across the US, Europe and Asia, the SemanticSpace companies offer clients end-to-end services combined with the market's most seasoned and skilled consultants and the dedicated care and attention that comes from a highly-specialized, boutique company. By combining application frameworks, prebuilt components, custom development expertise, a governance framework and a blended shore model, we help organizations decrease risk in complex software development and deployment investments, improve time to market and increase success of business strategy execution.



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