



LUCRUM Grows Revenues in a Down Economy with Informatica Cloud Express

HEADQUARTERS

Cincinnati, Ohio

WEBSITE

www.lucruminc.com

FOUNDED

1993

INDUSTRY

Technology

“LUCRUM is growing in a down economy, and Informatica Cloud Express has a large part to play in that success. The innovative pay-as-you-go approach to integration is flexible and economical, and is unquestionably the easiest way to integrate Salesforce CRM data in support of business intelligence reporting and analysis.”

— Jodie Heffin, Vice President, Business Intelligence Solutions, LUCRUM, Inc.

The Challenge

The introduction of Salesforce CRM marked a sea change in LUCRUM's ability to target, acquire, and retain customers. The Cincinnati-based provider of business intelligence (BI) solutions adopted the cloud-based customer relationship management (CRM) system to replace a knot of fragmented customer data, spreadsheets, invoicing data, and timesheets—and create a single customer view. However, something was missing. LUCRUM needed to export Salesforce CRM sales data to the company's Microsoft SQL Server database to support smarter and faster business intelligence reporting and analysis.

The data integration volumes that LUCRUM needed to integrate were relatively light: approximately 100 transactions per day. With this in mind, the company decided against an annual subscription and opted for a more cost-effective, pay-per-use model, which charges for integrations based on the number of records processed. Moreover, LUCRUM had to deliver the integration quickly and include the flexibility to switch to more advanced data integrations in the future.

LUCRUM needed to:

- Provide executives with detailed insight into business performance in support of accurate, timely decision making
- Reduce the cost of integrating relatively light amounts of data
- Standardize on a cloud-based integration methodology, with no upfront hardware/software investment

The Solution

LUCRUM deployed Informatica Cloud Express to quickly and easily integrate the BI provider's Salesforce CRM data with its on-premise SQL Server reporting platform and achieve a fast return on data. Informatica Cloud Express is a 'pay-as-you-go' approach to data integration. Rated the number one data integration solution for salesforce.com customers on the AppExchange for three years, Informatica Cloud Express did not require coding (the SQL database integration is prebuilt), manual intervention, or any hardware appliance.

Almost all of LUCRUM's 60 staff—including sales consultants and executive leadership—employs the multitenant, usage-based Informatica Cloud Express integration service to track sales performance, perform revenue forecasts, and underpin the company's commission system. Through an internal portal, employees can examine the amount of revenue they generate, view feedback from managers, and check the number of contribution points they have accumulated. These points help determine future commission and career promotion opportunities.

Key Benefits

Informatica Cloud Express is helping LUCRUM continue on the path to being a nimble and responsive BI provider that puts customers' needs at the heart of the business. Indeed, the company now benefits from a shared, detailed, and accurate view of each customer situation, which is never more than 24 hours old. This insight is helping all 60 staff to gain greater visibility into its customers, their history with LUCRUM, and their future needs. LUCRUM is confident that the Informatica Cloud Express integration solution is helping to drive revenue growth in a down economy—and deliver a strong return on data.

The bidirectional Informatica Cloud Express integration solution is saving money too: LUCRUM only pays for the specific volume of integrations the company performs. There are no monthly fees for data integration that isn't taking place.

LUCRUM went live on the robust and easy-to-use Informatica Cloud Express just two days after beginning the trial. In fact, the LUCRUM team is so familiar with the cloud-based system that users can configure updates in minutes with no intervention from IT specialists.

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to gain a competitive advantage with timely, relevant and trustworthy data for their top business imperatives. Worldwide, over 4,500 enterprises depend on Informatica for data integration, data quality and big data solutions to access, integrate and trust their information assets residing on premise and in the Cloud. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com.

HIGHLIGHTS

GOAL

Enable BI solutions provider to support business intelligence reporting and analysis. The small, dynamic company wanted a cost-effective entry point for data integration that would easily scale.

SOLUTIONS

- Informatica Cloud Express
- Salesforce CRM
- SQL Server
- Microsoft SharePoint

RESULTS

- Delivered fast return on data based on innovative pay-per-use integration model
- Helped drive revenue growth in a down economy
- Enabled company to go live with new integration solution in only two days
- Helped BI provider make more agile and accurate decisions, based on a holistic view of the business
- Supported shared, detailed, timely view of each customer situation
- Performed integration configuration updates in minutes, with no intervention from IT staff



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