



Automatic Data Processing, Inc. Extends Business Outsourcing Solutions Market Leadership with Informatica Cloud Services

HEADQUARTERS

Roseland, NJ

WEBSITE

www.adp.com

FOUNDED

1949

INDUSTRY

Business outsourcing solutions, including human resources, payroll, tax and benefits administration

REVENUE

\$9 billion

EMPLOYEES

47,000

“Our sales professionals are never more than a few minutes away from a real-time view of the business, which is truly a competitive advantage in our industry. By introducing a timely, accurate, and single view of critical sales, marketing, and customer intelligence, Informatica Cloud Services are helping ADP make faster decisions, become an agile business, and increase competitiveness.”

— David Cheung, Technical Consultant, ADP, Inc.

The Challenge

Automatic Data Processing, Inc. (ADP) is one of the world’s largest salesforce.com users, with more than 10,000 sales professionals worldwide connected to the ADP Sales 360 unified view of customer relationships. The sales cycle covers a broad spectrum: telesales teams, for example, support high-volume transactions and may sell a solution after one call, while larger, multiproduct deals with the National Account Services division can involve several appointments and take months to close. Current and historical reporting and analysis across systems are therefore essential: either to confirm that a given account has the proper coverage, to perform exception reports, or to measure the effectiveness of lead channels, product pipelines, and other key performance indicators. The problem for ADP was that single-source reporting on salesforce.com data did not meet its needs. Advanced query requirements and response times as well as company objectives for improved decision making and overall sales effectiveness through custom integrations with Salesforce.com drove the push toward better business intelligence.

Specifically, ADP needed a solution that would:

- Complement the native reporting capabilities by replicating salesforce.com data to an on premise SQL database to perform advanced queries across multiple data sources
- Provide more than 10,000 sales professionals worldwide with near real-time and historical, accurate, and detailed reporting and analysis capabilities
- Use the replicated data as an input source for custom integration back to salesforce.com
- Free up precious development resources from manual data replication to other value-added tasks
- Accelerate the introduction of a low-risk, cost-effective data replication solution

The Solution

Already a satisfied Informatica® Platform customer, ADP deployed Informatica Cloud Services to supplement its needs to replicate salesforce.com data in near real-time. The business outsourcing solutions provider is using the single sign-on software as a service (SaaS) data replication solution to allow software developers, QA analysts, and as well as users performing UAT tasks to replicate live data on demand. During the development cycle of reports and integration processes there was a need to replicate cloud-based data into multiple environments other than the production CRM system. While ADP had deployed Informatica PowerCenter for replicating salesforce.com data, Informatica Cloud Services allowed that same replication to be performed on demand and in real time without the need to know the intricacies of an extract, transformation and load (ETL) workflow. This meant that the software development teams can work more efficiently isolated from of the PowerCenter data integration developers. Due to this gained efficiency ADP development can now deliver analytical solutions that can perform comprehensive, drill-down reporting based on data that is never more than 15 minutes old. ADP's simple, low-risk approach to cloud application data replication is automated and managed through an intuitive Web-based interface. And being an entirely SaaS deployment, ADP does not have to perform any hardware or software configuration or upgrades with Informatica Cloud Services. Deployed very quickly and with minimal involvement from the IT teams, the Informatica Cloud data replication service automatically captures changes to Salesforce CRM and Force.com data. Also due the to extremely easy-to-use wizard I interface of Informatica Cloud Services, training costs and time was =minimal. Users were able to start using the replication service immediately after a single walk through. The Informatica Cloud data replication solution currently supports up to 10 million account records and 13 million contacts, many of which have up to 500 fields.

Key Benefits

- Reduced the time required to prepare certain reports from days to minutes
- Allowed the organization to make faster, more accurate decisions, based on a single version of the truth
- Ensured delivery of timely, relevant, and trustworthy information throughout the organization
- Introduced fast, low-risk route to replication for analytical reporting purposes
- Saved money using low-cost subscription-based pricing
- Enabled more robust reporting and analysis on salesforce.com data
- Leveraged existing skills in on-premise reporting tools to build better, faster reports

HIGHLIGHTS:

GOALS

Provide up to 10,000 salesforce.com users with a single version of the truth and enable better decision making

SOLUTIONS

- Informatica Cloud Services, including automated data replication
- Salesforce.com, Microsoft SQL Server

RESULTS

- Reduced time required to prepare certain reports from days to minutes
- Enabled organization to make faster, more accurate decisions, based on a single version of the truth across multiple systems
- Flexible cloud-based data replication service allows ADP to join multiple salesforce.com objects for advanced query, reporting, and analysis
- Saved money using low-cost subscription-based pricing and reduced risk

LEARN MORE

Learn more about the Informatica Cloud. Visit us at www.informaticacloud.com or call +1 650-385-5000 (1-888 345 4639 in the U.S.).

ABOUT INFORMATICA

Informatica Corporation is the world's number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,100 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.



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