



QUALITY DRIVEN TRADITION

FAST FACTS

BUSINESS INITIATIVES

- Increase revenues in a tough economic climate
- Accelerate decision making
- Maintain margins and optimize the return on the company's technology investment

TECHNOLOGY STRATEGY

Deployed Informatica Cloud Services to provide robust, bidirectional synchronization between logistics management databases and applications with Salesforce CRM. Using an intuitive web-based integration wizard, the company automatically maps source and target fields, configures powerful data transformations, and sets automated synchronization schedules. And being a true multi-tenant service, there is no hardware, software, or infrastructure to install, manage, or maintain.

Bay & Bay Transportation Anticipates 900 Percent Return on Informatica Cloud Investment

Transportation and logistics company turns to Informatica Cloud Services to rapidly connect on-premise applications with salesforce.com system and grow revenues in a down economy

“If Bay & Bay achieves a 1 percent increase in sales revenues from this Informatica implementation, it will translate into a 900 percent return on the salesforce.com project.”

— Rob Adams, CIO, Bay & Bay Transportation

Consider the Bay & Bay Transportation Dilemma

For more than 60 years, Bay & Bay Transportation's focus has been to provide best-quality transportation and logistics management services far beyond its Minnesota roots. However, competition is around every corner, and for that reason this leading mid-sized, full-service freight carrier needs to focus all its resources on effective sales management. The introduction of a multi-tenant, on-demand salesforce.com customer relationship management (CRM) system was a step in the right direction. However, Bay & Bay urgently needed to integrate its on-premise back-office systems (including freight assets and brokerage information) into this cloud environment to reap the maximum sales impact. But the company didn't have the budgets, the resources, or the time to devote to traditional hand-coded data integration.

BENEFITS

- Anticipated to deliver 900 percent return on investment
- Expected to provide a payback within six months on the total CRM investment
- Increased agility, offering sales teams the real-time information and reporting they need to make accurate decisions quickly
- Enabled data integration on the fly, involving the business at every stage in the rapid development process and enhancing business/IT collaboration
- Maximized technology investment via robust, two-way synchronization between logistics management systems and salesforce.com
- Performed powerful data mapping and transformations previously only available in complex IT tools
- Eliminated need for integration hardware, software, or infrastructure
- Ensured that sales teams devote less time to administration and more time to closing deals with transportation and logistics customers
- Provided the flexibility to quickly change Bay & Bay's tactical execution depending on requirements

NUTS AND BOLTS

- Solution: Synchronized data between front- and back-office applications
- Product: Informatica Cloud Services
- Sources and Targets: Salesforce CRM, accounting system, and bespoke transport management system, consisting of asset management system (based on TMW Systems TruckMate) and brokerage system.

Bay & Bay turned to Informatica. By standardizing on Informatica® Cloud Services, the transportation company is synchronizing its back-office applications with Salesforce CRM and the Force.com Platform. This ensures that Bay & Bay sales teams have all the timely, relevant, and trustworthy information they need to drive sales revenues. For the first time, the teams have a single, shared view of which loads are moving with which customers and the revenue and margin on each deal; future releases will provide the status of each shipment in transit. By taking charge of sales operations and putting all the sales information in one place, Bay & Bay devotes less time to sales administration and more time to closing deals with transportation and logistics customers. If Bay & Bay achieves the anticipated 1 percent increase in sales revenues from this Informatica implementation, it will translate into a 900 percent return on the project.

Growing the Business in a Down Economy

A few days after joining Bay & Bay Transportation (Bay & Bay) as the company's chief information officer (CIO), Rob Adams met with his direct reports, sat at his desk, and wrote down a particularly important goal. He wanted data integration with the deployed Salesforce CRM system to be as much of a priority as end-user adoption. The note was made at an important moment in the history of this Minneapolis-based transportation and logistics management services provider. Battling against a recessionary business climate, Bay & Bay was endeavoring to grow the business in a down economy, maintain margins, and optimize the return on the company's technology investment.

Prior to Adams's appointment, he had been introduced to an industry-focused CRM system, based on the salesforce.com cloud computing model. He saw an opportunity to apply the salesforce.com solution at Bay & Bay, and the final decision hinged on the ability to integrate it with multiple systems from different data sources.

At the time, Bay & Bay sales teams were navigating among up to five different applications in their quest to reach a 360-degree view of the customer relationship. There are two separate databases covering the company's transport management system. The first is an asset management system, based on TruckMate software from TMW Systems, which includes data on the trucks, trailers, and other assets used to carry the freight. The second manages data on the brokerage business and includes details concerning the carriers contracted to haul the freight. The sales teams also needed to view the company's accounting system. By introducing a consolidated view of these systems, Bay & Bay would be able to target, acquire, and retain carrier customers over the long term—and make certain revenues went up, while the economy was down.

Synchronize Data Between Corporate Business Systems and the Cloud

But how would the company go about integrating these different systems? The challenges appeared steep. The integration solution needed to work with everything in Bay & Bay's IT inventory—different applications, databases, and technology standards—both inside the corporate firewall and in the cloud. Moreover, only three members of the IT team were available to support the integration initiative. And budgets didn't allow for a long, complex data integration scenario.

“The organization had already taken a major step towards cloud-based sales processes; now we wanted to extend that success with cloud-based data integration,” Adams explains. “By synchronizing our back-office applications with salesforce.com, we knew that Bay & Bay sales teams would have all the timely, relevant, and trustworthy information they needed to drive sales revenues.”

All the signs pointed to this being the right decision. The rapid deployment of a cloud-based data integration solution would mean faster time to value, the “pay as you go” pricing model would ensure that Bay & Bay only paid for the integration it needed, and no major up-front investment was necessary to buy or maintain hardware and software. And with only three staff on hand, even nontechnical Bay & Bay users would be able to address specific data integration challenges.

Adams explains how the Informatica solution was chosen. “We evaluated three cloud data integration solutions: Informatica Cloud Services, Boomi AtomSphere, and Pervasive Data Integrator. It was immediately apparent that Informatica was leagues ahead of the other two vendors, both in terms of value and capability. Informatica has a great cloud product road map, and as the number one data integration vendor, we knew we were working with proven technology. Informatica Cloud Services were also easy to learn and use; for example, during the free trial of Informatica, we populated data from accounts into salesforce.com within two hours of opening the software. The more we tested Informatica, the more we liked it.”

There was another advantage to Informatica Cloud Services: because they are so easy to use, they lend themselves to collaboration, especially between the business and IT. Adams says, “A nontechnical line-of-business manager can integrate our cloud-based data with the on-premise databases and other business applications. There’s no drawn-out requirements planning. This means we can do the data integration ‘on the fly’, involving the business at every stage in the rapid development process. By involving the business more closely, we reach our end goal of seamless cloud data integration more quickly, and to a higher standard. Right from day one, we had the business behind this project and they were as keen as we were to see the outcome.”

No Hardware, Software, or Infrastructure to Install, Manage, or Maintain

Bay & Bay is using the turnkey, on-demand Informatica Cloud Services to provide robust, bidirectional synchronization between its logistics management databases and applications with Salesforce CRM. Using an intuitive Web based integration wizard, the company automatically maps source and target fields, configures powerful data transformations, and sets automated synchronization schedules. And being a true multi-tenant cloud-based service, there is no hardware, software, or infrastructure for Adams’s team to install, manage, or maintain.

“If Bay & Bay didn’t have Informatica, we couldn’t have done any customer relationship management,” says Adams. “Informatica provides a consistent, shared view of our assets, brokerage, and other customer information. By taking charge of our sales operations and putting all the sales information in one place, our sales teams are devoting less time to administration and spending more time with transportation and logistics customers closing deals. Our sales managers can also use the real-time visibility into their team’s activities to forecast sales more effectively. Overall, if Bay & Bay achieves a 1 percent increase in sales revenues from this Informatica implementation, it will translate into a 900 percent return on investment.”

Bay & Bay is confident that an anticipated payback of six months on the total CRM investment is within reach. Informatica Cloud Services introduce a new realm of agility, offering the sales teams the real-time information and reporting they need to make accurate decisions quickly. Instead of switching from screen to screen, they now have an accurate picture of what loads are moving with customers, how much revenue and margin the salespeople are making each month, what the rate per mile is, and whether they are on budget. Once the new data fields are added to Salesforce, with Informatica Cloud Services it will take minutes, not hours, to deploy the integration portion of the solution.

Adams realizes Bay & Bay has only “scratched the surface” in terms of what Informatica is capable of and the company is already looking ahead to other cloud-based synchronization projects. They include a pricing project that will be used on both the operational and sales sides of the business to improve selling margins. Sales teams will use a real-time view of pricing to broker deals for trucks, while the operations teams will use the data to optimize the price charged per mile.

He concludes, “The Bay & Bay IT strategy is all based around flexibility and Informatica allows us to execute on that strategy. It allows us to decide how quickly we want to deploy new applications and which ones we want to prioritize. Allowing us the flexibility to change our tactical execution throughout the year is a huge endorsement for Informatica.”

Learn More

Learn more about the Informatica Platform at www.informatica.com and the Informatica Cloud at www.informaticacloud.com or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

About Informatica

Informatica Corporation (NASDAQ: INFA) 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 3,900 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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