

TOSHIBA

Leading Innovation >>>

Toshiba America Business Solutions

Toshiba America Business Solutions deploys cloud data integration in one day to deliver vital sales and customer support applications, boost revenues, and optimize productivity.

FAST FACTS

BUSINESS INITIATIVES

- Improve efficiency and reduce costs
- Accelerate decision making
- Support the acquisition and retention of customers

TECHNOLOGY STRATEGY

Deployed proven Informatica Cloud Services to deliver universal data access and quickly deploy simple, productive services for the company's business users. The cloud-based data integration solution provides seamless integration to the company's critical back-end systems, including customer lease information and after-sales information.

“The proven, business-focused Informatica Cloud Services has dramatically changed the way Toshiba America Business Solutions does business. Our sales teams deliver a more responsive service now that they have a single view of the customer. Certain sales processes that used to take a week or more to complete, such as opportunity management, are now all available quickly and in a shared environment.”

— Alfredo Ng-Palacol, Strategic Business Planning Project Manager,
Toshiba America Business Solutions

Consider the Toshiba America Business Solutions Dilemma

The Salesforce CRM implementation at Toshiba America Business Solutions (TABS) was judged to be a success. It gave the sales teams the information they needed to sell and distribute the company's copiers, facsimiles, and other office equipment solutions. But something was missing: integration with the critical after-sales service and leasing information residing in the back-end systems. Armed with this information, the sales teams would have a single, 360-degree view of the entire customer situation. However, TABS could not devote the IT resources necessary to integrate this essential data—and the business faced a delay of several days to weeks for any integration process, with the subsequent loss of business competitiveness.

So the business team took on the integration project themselves, with support from Informatica. By standardizing on the proven, easy-to-use Informatica® Cloud Services, even the non-technical members of the business team were able to handle the integration and rollout to 800+ users. Purpose-built for business self-service, this cloud-based approach to integration has reduced the time required to deploy certain sales processes from months to hours; TABS achieved three quarters of the necessary Salesforce CRM integration in one day (compared with up to 160 hours using another solution provider). By enabling non-technical business users to deliver a vital data integration capability, TABS's sales teams now benefit from an up-to-the-minute view of after-sales service and leasing information. And the whole company benefits from universal, secure data access.

BENEFITS

- Reduced time required to deploy certain sales processes from months to hours
- Achieved three quarters of necessary integration in one day
- Enabled non-technical business users to deliver vital data integration capability
- Provided sales teams with up-to-the-minute view of after-sales service and leasing information

NUTS AND BOLTS

- **Solution:** Synchronized data between front- and back-office applications
- **Products:** Informatica Cloud Services
- **Sources and Targets:** Loading and synchronizing after-sales service and leasing data with Salesforce CRM

A Story That Had to Be Told

Customer success stories are typically produced after the customer organization has had time to experience the solution. They're written after the organization has completed the deployment, gained hands-on familiarity with the solution, and reaped the rewards. TABS, however, was different. Having implemented Informatica Cloud Services in just one day to integrate its cloud-based applications with the on-premise databases, the business products division of one of the nation's leading groups of high-technology companies was keen to talk about its cloud-based integration success. Despite being live with Informatica Cloud Services for only three months, TABS's Strategic Business Planning Project Manager, Alfredo Ng-Palacol, wanted to share how the company had achieved so much so quickly.

The relationship with Informatica stemmed from late last year, when TABS implemented a customer relationship management (CRM) strategy based on Salesforce CRM. This cloud-based, on-demand computing model is automating many of the day-to-day processes associated with selling to and supporting TABS customers across the country.

But there was a problem. To make the Salesforce CRM deployment truly effective, TABS needed to integrate multiple back-end systems, including product leasing and after-sales service information. A majority of the business products that TABS sells are leased by customers, for example, so it was vital to provide sales teams with a single, shared view of customer lease information, including contracts' renewal dates, lease portfolios, and lease values. Meanwhile, by connecting after-sales information, sales representatives would be able to communicate more effectively with customers, armed with knowledge about current service issues, outstanding ticket items, and other enquiries.

Purpose-Built for Non-Technical Business Users

However, when Ng-Palacol approached the TABS IT team to facilitate the integration of these vital back-end systems with Salesforce CRM, he came up against a barrier. The IT team was simply inundated with requests for help in other areas of the business. "Our implementation partner suggested we have a look at Informatica," says Ng-Palacol. "The Informatica Cloud would be ideal for non-technical business users—allowing people like me to address the data integration challenge."

The more Ng-Palacol looked into the Informatica solution, the more it appealed to him. Besides being easy to use and delivering faster value to TABS's business, the Informatica Cloud offers a flexible, pay-per-use pricing model. It doesn't require any dedicated hardware or software either. "We evaluated alternative solutions—including Informatica Cloud, an on-premise integration appliance, and an on-premise solution with subscription pricing," says Ng-Palacol. "We ranked each one on ease of use, the look and feel of the graphical user interface, and how easy it would be for people who aren't developers to use the system. In every one of these criteria, Informatica Cloud Services led the field. For example, the data integration we achieved in one day using the Informatica solution would have taken up to 160 hours using another solution provider."

TABS is using the proven Informatica Cloud Services in two ways. First, it is using them to automate the loading and extraction of data among Salesforce CRM, flat files, and the company's relational databases. Second, it has set up advanced scheduling to automate multistep integrations between the company's cloud and on-premise systems. To the immense satisfaction of the entire TABS team, Informatica Cloud Services achieved three quarters of the necessary integration in one day. Now, the sales team has an up-to-the-minute view of after-sales service information and leasing details.

Universal, Secure Data Access Changed the Way TABS Does Business

"Informatica Cloud Services has dramatically changed the way TABS does business," Ng-Palacol explains. "Our sales teams deliver a more responsive service now that they have a single view of the customer. Certain sales processes that used to take a week or more to complete, such as opportunity management, are now all available quickly and in a shared environment."

Thanks to the Informatica Cloud, the company's integration process has also changed fundamentally. Ng-Palacol continues, "Traditionally we used a change request form when we wanted to engage with IT to make changes to a particular system. Now the business can make the changes ourselves, without taking time away from the hard-pressed IT staff."

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 4,000 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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