Inside the Solution

- Informatica Cloud SAP Connector

Summary

Addivant™, a leading global supplier of antioxidants, intermediates and inhibitors, polymer modifiers, and UV stabilizer solutions, used Informatica Cloud to consolidate key corporate performance data from SAP and Salesforce.com, provide cross- functional teams with a centralized performance dashboard, enable a 10% inventory reduction, and enhance real-time visibility to key sales and operational data.

Business Needs

- Meet aggressive sales and operational goals of new private equity ownership
- Enable sales teams to be competitive by providing pricing quickly and accurately to customers

Challenge

The process to support sales was lengthy and complex, and involved:

- Cross-tabulating the impact of data from critical factors such as shipping, regulations, and volume discounts on pricing
- Manually moving data from SAP into Salesforce.com using complex SAP protocols; and
- Reliance on static reports that were often out-of-date, with an inefficient, cross- functional workflow.

Solution and Results

- Addivant deployed Informatica Cloud for real-time extraction of SAP information to a Salesforce.com dashboard which was accessible on desktop as well as mobile devices
- The company drastically improved the sales process, providing real-time pricing, dynamic reporting and dashboards that drilled down into KPIs, enabling accurate profitability analysis, a faster sales cycle, and enhanced visibility.

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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