



Capitol Lighting Illuminates Business Performance with Informatica Cloud Data and Application Integration



“Informatica Cloud Data and Application Integration has significantly improved time to market for launching new products online, which differentiates the company in a very competitive lighting marketplace.”

Fayaz Shaikh
Director of Data, Capitol Lighting

Goals

Give decision-makers a clearer, more accurate view of business performance by integrating enterprise data

Eliminate manual processes and spreadsheets for enterprise reporting and product information management

Accelerate time to market with new product inventory by automating the flow of data into e-commerce sites

Solution

Decision makers get a **single, trusted view** of business performance through Informatica Intelligent Cloud Services, connecting data on-premises and in the cloud

Business users can quickly gain **consolidated data** through Tableau, letting Informatica Cloud Data Integration do the integration work for them

Product **information populates directly** into Salesforce Commerce Cloud through Informatica cloud connectors

Results

Provides real-time intelligence to business leaders to help steer Capitol Lighting toward continued success as an omnichannel retailer

Automates manual data collection and reduces time spent manual data entry while giving sales and marketing teams clearer insights into performance

Make product available online up to 5x faster, boosts sales and gives Capitol Lighting a competitive edge by making new products available online up to 5x faster



About Capitol Lighting

Capitol Lighting is a leading provider of lighting and home furnishings, offering a world-class assortment of lighting for every space. With more than 90 years of industry experience, this family-owned company has illuminated over a million homes and businesses.

Informatica Success Story: Capitol Lighting

Capitol Lighting specializes in lighting and décor that can make a world of difference to a home or business. Over the past century, the company has grown from a single store to eight showrooms in New Jersey and Southeast Florida, and it has expanded online selling to consumers through 1800lighting.com and catering to builders and interior designers through its B2B site, Capital Light Pro.

As an omnichannel retailer, Capitol Lighting relies increasingly on data to steer its business. Just as the right lighting can brighten a room, data can ignite business performance by giving business leaders real time access and visibility to make informed decisions and the agility to move fast in a competitive industry.

As Director of Data at Capitol Lighting, Fayaz Shaikh is responsible for creating that visibility into data—and he's passionate about his job. "If you put me in charge of data, I will find a way to extract value for the business," says Shaikh. When he joined the company a few years ago, he knew had his work cut out for him.

Putting an end to data siloes and spreadsheets

The problem was a lack of integration among core systems, including the ERP environment, the Salesforce Commerce Cloud web engine, the product information management (PIM) system, and various marketing systems. Siloed data trapped in different applications left decision makers without a unified view of business performance, and teams had to spend valuable hours trying to reconcile the data manually from different systems leading to errors. For example, to measure return on marketing spend for paid search campaign, marketers had to pull sales numbers from the ERP system by hand and correlate them with search engine analytics. But the numbers didn't always line up, which meant that campaign performance metrics were just a rough estimate, not a reliable assessment.

Plus, new product SKUs and descriptions coming from vendors had to be updated manually on 1800lighting.com and Capitol Lighting Pro. With potentially thousands of products in a single batch, it could take up to four weeks to load the information onto the e-commerce sites and start selling to customers. The delay put Capitol Lighting at a disadvantage, as consumers looking for those hot new items could easily buy from competitors which would delay time to market and cause potential loss in revenue.

"When I saw that people were relying on spreadsheets to manage sales and product information, I knew we had to change the way we do things," he says. "We needed to correlate data on the back end to provide a clear and accurate view of the business—and go to market faster with new products."

Gain rapid access to trusted data with Cloud Data and Application Integration

Shaikh had big plans for data at Capitol Lighting—ultimately looking to connect more than a dozen critical applications—and he needed a data integration platform that could scale with the organization. Based on





"The beauty of Informatica Intelligent Cloud Services is that we never have to start new data projects from scratch. We can modernize at our own pace by connecting systems instead of ripping and replacing them. I absolutely love data, and I'm passionate about deriving value from information. Informatica has helped me put this passion to work a lot faster at Capitol Lighting, and it's gratifying to show business users the results."

Fayaz Shaikh

Director of Data, Capitol Lighting



his previous experience with Informatica, Shaikh chose [Informatica Intelligent Cloud Services](#) as a cloud-based data and application integration platform that would enable the company to integrate a diverse and growing application environment.

"Having a cloud-based solution is important because we need cost-effective scalability as our data expands," he says. "With Informatica's APIs and native cloud connectors for Salesforce, Tableau, and more, we have the flexibility to integrate all our key systems, whether they are on-premises or in the cloud."

Shaikh and his team started with a central data warehouse built on Microsoft SQL Server and implemented Tableau for analytics and reporting. They used [Informatica Cloud Data Integration](#) to connect data from core systems, starting with the ERP platform, Salesforce Commerce Cloud, and the product information management system, establishing a single source of truth for decision makers across Capitol Lighting, whether they use the data for sales forecasts, marketing campaigns, product inventory, or high-level business strategy.

"I want people to be able to see the business in a way that's relevant to them at that moment, with data they can trust," says Shaikh. "The CEO has a completely different perspective on the reports than a merchandising associate—but at the end of the day, they need to know they're looking at the same numbers."

Data integration provides a rich source of business insights and 5x faster time to market

By bringing data together for reporting, Shaikh has given business users across Capitol Lighting access to clear, accurate business intelligence they need to make smarter decisions, faster—driving sales and marketing, accelerating time to market, and boosting the company's competitive advantage. For example, with a glance at a Tableau dashboard, top executives have a comprehensive view of key metrics such as gross profit and net operating income. And when Shaikh finishes the integration with digital marketing systems, marketers will be able to measure campaign performance with greater confidence and continuously improve their tactics, from paid search advertising to email and beyond.

"Everyone across the business now sees the same sales numbers and can count on them to be accurate," says Shaikh. "With Informatica connecting our systems, we have accurate and timely reporting, instead of having to make business decisions based on estimates."

Now that Cloud Data and Application Integration connects the product information system and Salesforce Commerce Cloud, e-commerce teams no longer have to transfer data manually. With Informatica Data Integration, new products—light fixtures, chandeliers, ceiling fans, and more—show up on 1800lighting.com and Capitol Lighting Pro in just a few days instead of a month. That means Capitol Lighting can gain a competitive advantage by going to market five times faster than before, beating many of its competitors to market and winning over consumers who are eager to buy.



Inside The Solution:

- Informatica Intelligent Cloud Services
 - Informatica Cloud Data Integration
 - Informatica Cloud Application Integration

“Informatica Cloud Data and Application Integration has significantly improved time to market for launching new products online, which differentiates the company in a very competitive lighting marketplace,” says Shaikh. “We’ve had more than two and a half years with Informatica, and we can’t envision our business running without it.”

A scalable platform for enterprise data that continues to evolve

As Capitol Lighting continues to expand its digital business through 1800lighting.com, Capitol Lighting Pro, and other digital channels, Informatica Data and Application Integration will make it easy for Shaikh and his team to ingest new sources of data and make it available to business users for analysis. Informatica Intelligent Cloud Services provides the flexibility to adapt as the company grows and changes. For instance, Shaikh plans to move from SQL Server to a Snowflake cloud data warehouse for greater scalability, using the [Informatica Cloud Connector for Snowflake](#) to simplify and accelerate the project.

“The beauty of Informatica Intelligent Cloud Services is that we never have to start new data projects from scratch,” says Shaikh. “We can modernize at our own pace by connecting systems instead of ripping and replacing them. I absolutely love data, and I’m passionate about deriving value from information. Informatica has helped me put this passion to work a lot faster at Capitol Lighting, and it’s gratifying to show business users the results.”

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.

Informatica Worldwide Headquarters

2100 Seaport Blvd, Redwood City, CA 94063, USA

Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871

informatica.com | facebook.com/InformaticaLLC | linkedin.com/company/informatica | twitter.com/Informatica



© Copyright Informatica LLC 2021. Informatica, the Informatica logo, and PowerCenter are trademarks or registered trademarks of Informatica LLC in the United States and many jurisdictions throughout the world. A current list of Informatica trademarks is available on the web at informatica.com/trademarks.html. Other company and product names may be trade names or trademarks of their respective owners. The information in this documentation is subject to change without notice and provided “AS IS” without warranty of any kind, express or implied.