



March Networks Automates Data Integration—Streamlining Pipeline Operations and Customer Onboarding



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Hicham Arrouch, Director of Information Technology & Information Security
March Networks

Goals

Roll-out a new Salesforce CRM system to strengthen the sales funnel across the company’s digital properties and customer touchpoints, streamlining processes and providing powerful system features.

Replace manual integration processes with an automated system to free up time and budget

Shore up security for foundational business operations, from financials to the online customer portal

Solution

Used cloud data integration (CDI) to achieve integrations between Salesforce and SAP, strengthening the customer pipeline

Automated data integrations across business applications, including SQL databases and custom applications, speeding up workflows and saving employees’ valuable time

Adopted a data integration platform with robust out-of-the-box data security

Results

Cut delivery time for the new Salesforce CRM system in half through automated integrations, while cutting labor costs

Improved boardroom reporting with a business analytics dashboard that delivered a 360-degree view of data, helping with rapid decision-making

Simplified the onboarding of new partners and customers with seamless and secure online experiences that automatically integrate between touchpoints (work in progress)



About March Networks

March Networks is a leading provider of IP video surveillance software and systems. Working with certified partners, the company provides customers around the world tools to enhance their security, mitigate risk, and reduce their exposure to losses from theft or fraud. March Networks delivers more than just video surveillance. It also supplies integrated applications that allow businesses to see what's happening in their organization and make intelligent, analytics-driven decisions to improve the way they work.

Informatica Success Story: March Networks

The intelligent surveillance market is booming and as a leading provider of IP video surveillance software and systems, March Networks helps businesses to improve their security and decision-making thanks to a combination of high-definition footage and deep data analytics.

Behind the scenes, the Ottawa-based company relies on a complex web of integrations in its own IT systems, specifically between the enterprise-grade CRM technology—which fuels its customer pipeline, website, and online portal—and its back-end financial and operations systems. This robust business applications structure supports March Networks' customers through a variety of touchpoints including sales, technical support, and advanced managed services.

When Hicham Arrouch, director of information technology and information security at March Networks, joined the company three years ago, the legacy data architecture had lots of point-to-point integrations that were difficult to maintain and often required custom coding. As a natural problem-solver, he knew he needed to modernize the company's data processes and applications to align with March Networks' growth ambitions.

The moment came when March Networks decided to implement Salesforce CRM to support its customer pipeline. Arrouch saw an opportunity to not just speed up data integrations but also to cut manual labor for his lean team, all while making integration processes more reliable and less prone to failure.

"We knew the integration between SAP and Salesforce would be critical," Arrouch says. "When we add a customer in Salesforce, they also need to be added to SAP, which is the system of record for our accounts. We also needed real-time integrations to support our website and online portal, which are tied to Salesforce. Finally, we needed a reliable system to support all of these relationships between systems."

To simplify data integrations, Arrouch and his team decided to implement the Informatica cloud platform in parallel with the Salesforce CRM. March Networks previously relied on manual processes and a disjointed application architecture to manage its sales funnel, which slowed down integrations between its previous CRM, operations, and financial systems. With Informatica, it gained a single automated platform that underpins its data integrations and speeds up operations across the organization.

The Move to Layered Integration

The integration between SAP and Salesforce is complicated, not only because it requires the flow of information between on-premise (SAP) and cloud-based (Salesforce) systems, but also because it involves numerous tables and ways of storing data. March Networks needed to use cloud data integration to get data from SAP into Salesforce and vice-versa. Arrouch and his team realized that Informatica could help them achieve that integration much faster.

"We needed to simplify data integrations by moving from the old architecture to a single integration layer. That's where Informatica comes in, allowing us to quickly create new integrations, proactively address any issues before we reach failure, and better support the business in its ambitions," says Islam AboulAtta, a Solutions Architect at March Networks who worked with Arrouch on the implementation.





"We have integrations from on premise systems to the cloud, from cloud to cloud, and from on-premise to on-premise. The beauty of Informatica is that we can support all of these scenarios with just the one solution."

Islam AboulAtta

Solutions Architect, March Networks

Ticking All the Boxes with Informatica

As a hybrid cloud user, March Networks needed a solution that could support seamless integrations between its in-house and cloud-based applications. "We have integrations from on-premise systems to the cloud, from cloud to cloud, and from on-premise to on-premise. The beauty of Informatica is that we can support all of these scenarios with just the one solution," says AboulAtta.

According to Arrouch, Informatica stood out from other platforms for its robust data management and security capabilities, on top of the greater speed and efficiency it would bring to March Networks' data integrations.

"We knew the automation would cut our project timeline down significantly, but one of the key factors for us was that many of our integrations are data management-related. Informatica is significantly stronger on that front than the other vendors we considered," says Arrouch.

Today, the Informatica platform supports several integrations across March Networks, in addition to the core integration between SAP and Salesforce. "We also have data feeds from our Oracle Product Lifecycle Management system, our Microsoft SQL Server, and data feeds from external partners," says Arrouch. "There's also our company website and customer portal, which integrate with Salesforce and SAP. In short, Informatica really ticks every box for our needs."

The next step for March Networks is to allow customers to submit orders via its online portal and have those pushed to SAP for order fulfillment in real time. This functionality is still in development, as are the data integrations required to bring it to life.

Smoother, Faster, and More Secure

Today, March Networks has significantly sped up its data integration processes, which in turn allows it to roll-out a modern CRM system in record time and strengthen its sales funnel. Not only has the company replaced its legacy CRM with a modern solution from Salesforce, but it has also aligned its data management across its internal system, which in turn leads to smoother relationships between its sales, marketing, and customer support functions.

The project was also delivered faster than anticipated, allowing March Networks to benefit from its new CRM in less time than expected. "This was a big project for March Networks, bringing on Informatica to modernize our business applications architecture and streamline systems integration. Had we picked another solution or done a manual integration, our delivery time would have been at least twice as long," says Arrouch.

As March Networks continues to improve its online customer experience, new integrations between its website, customer portal and back-end applications improve each day, which in turn helps to engage and move new customers through the sales pipeline.





Inside The Solution:

- Informatica Cloud Data Integration

"Informatica simplified our technology, which is a big part of the equation, but the real magic happens when you combine that with a talented team and an appetite for continuous improvement. And we are fortunate to have both of those as well."

Hicham Arrouch

Director of Information Technology
& Information Security, March Networks



Equally important for March Networks is the ability to quickly spin up data and reports for its executive stakeholders. With data aggregated onto a single platform, Arrouch and his team can easily create business intelligence dashboards that combine information from all of March Networks' applications into a 360-degree view.

"After a new partner filled out a form on our website, it previously required 30 or more emails between various departments in the company for us to create the customer account and related data records in our systems," says AboulAtta. "We've now automated most of the process, stripping out superfluous steps and ensuring no opportunities fall through the cracks."

March Networks has also improved security and data management since moving from manual to automatic integrations. "We've seen a huge drop in integration failures since we stopped tackling point-to-point integrations manually and switched to the automated platform," says Arrouch. "Meanwhile, the security measures that Informatica bakes into its technology will help us to protect our valuable data, and that of our customers, as it flows between systems."

New Challenges Breed New Opportunities

Arrouch takes pride in his team's success, and in the technical expertise that has allowed them to support March Networks as it looks to capitalize on a large and growing market for IP surveillance equipment and services. "I love problem resolution. It's the most exciting part of my job," he says. "These projects—the CRM implementation, improving our analytics, automating our data integrations—they all began with a complex business problem that my team was able to resolve with a technical solution."

For March Networks, new challenges present new opportunities to evolve, not just in technology but also in processes. "Informatica simplified our technology, which is a big part of the equation, but the real magic happens when you combine that with a talented team and an appetite for continuous improvement. And we are fortunate to have both of those as well," says Arrouch.

About Informatica

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud™. Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform. Whether you're driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless. Informatica. Cloud First. Data Always™.

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