Informatica

Schneider Electric

Inside the Solution

- Informatica Cloud Application Integration

Summary

Schneider Electric develops connected technologies and solutions to manage energy and process in ways that are safe, reliable, efficient and sustainable. The Group invests in R&D in order to sustain innovation and differentiation, with a strong commitment to sustainable development.

Business Need

Schneider Electric has grown through acquisition, and the $23 billion global company is shedding its image as a holding company for hundreds of product brands and sharpening itself as a global solution provider focused on energy management. This 'one company' strategy aims to improve process efficiency, cross-selling and collaboration across sales and opportunity management, marketing, customer service and quality management.

Challenge

- Through the acquisition of leading vendors in the building/factory automation market, Schneider Electric has the opportunity to leverage its combined customer base across all companies through a single instance of Salesforce, comprising more than 30,000 users.

- A sophisticated Salesforce implementation manages the requirements of the various business units. However, common activities like opportunity management and customer visit reports were tricky to complete, and users needed workflow to correctly complete their work.

- Common Salesforce tasks hampered sales productivity. Field sales teams, for example, devoted one day per week to administration: updating meeting notes in the CRM platform, creating account records (each record took three minutes) and editing opportunity status.

Solution and Results

- Informatica Cloud Application Integration is being used to develop, integrate and deploy real-time cloud-based sales processes—including mobile. Among many tasks, these allow users to:
    - Prepare for a customer visit (review current opportunities, cases and recent customer visit reports)
    - Create and update customer visit reports
    - Update and manage opportunities

- Custom process apps enable Schneider's users to quickly navigate Salesforce and ensure sales processes are completed correctly, consistently, and in the right order.

- Informatica has saved each user up to 8 hours per week in admin—equivalent to a 20% increase in sales productivity.

- Record creation that took three minutes now takes less than one minute.

- The guides took just a few months to develop and complete, including development, piloting, feedback and rollout.

- Improved collaboration across business units—spearheaded by Salesforce and Informatica—will allow Schneider to sustain more personalized relationships with large accounts and potentially increase sales in multi-business opportunities by 10-20%.

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.