

Integration of Infor ERP and Salesforce CRM



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*Tatjana Seidel
Project Manager CRM*

Challenge:

- Time-consuming, error-prone manual data import
- Outdated, incomplete database

Solution:

- SKYVVA Integration Suite for synchronising Infor and Salesforce
- Accounts receivables
- Orders
- Invoices
- Credits
- Flat-fee implementation

Results:

Up-to-date information that holds management decisions

“Unbeatable Price Performance Ratio !”

This is the more than positive feedback of Tatjana Seidel, Project Manager CRM at SMARTRAC TECHNOLOGY GROUP after successfully implementing the SKYVVA Integration Suite to integrate Salesforce and Infor ERP. SMARTRAC is a leading developer, manufacturer and supplier of RFID transponders and one of the key players in the global RFID industry. The company builds standard products as well as transponders customized to customer requirements for areas such as public transport, access control, RFID-based car immobilizers, animal identification, libraries, the manufacturing as well as the logistics industry.

SMARTRAC is the world market leader for high-quality RFID inlays for electronic passports (ePassport), contactless credit cards (ePayment) as well as for RFID transponders for public transport applications. The company currently has approximately 3,300 employees and runs global locations for research and development, manufacturing and sales.

In her position as Project Manager CRM working from the Stuttgart, Germany, office Ms. Seidel is responsible for all technical aspects of the 80 Salesforce users at SMARTRAC.

Data Import from Infor ERP to Salesforce CRM

For historical reasons SMARTRAC is using several different ERP systems throughout the group including Infor ERP at the location in Reichshof-Wenrath, Germany. The data from all these ERP systems are imported to Salesforce for being available for evaluation and analysis reports by the management. As there was no automated interface between Infor ERP and Salesforce in the past all data had to be exported manually from Infor ERP and imported manually to Salesforce. “Once a month our production supervisor Mr. Bohne had to manually export the data in Excel format from Infor ERP, aggregate them in several steps and import them via the APEX Data Loader to Salesforce”, explains Tatjana Seidel the time-consuming and little effective procedure. In addition to the time effort of at least one working day per month and the high error-proneness of the process the manual upload unfortunately lead to the situation that the data often were transferred incomplete.

For this reason the available information e.g. on the location's total order value or sales volume was nothing more than a raw guideline but never a sound base for decisions. "Another disadvantage was that we never could access up-to-date data but had to work all the time with outdated information", Tatiana Seidel remembers.

SKYVVA Integration Suite Automates Integration of Salesforce and Infor ERP

Through a personal contact SMARTRAC got in contact with SKYVVA GmbH. SKYVVA, an ISV partner of salesforce.com supports companies in integrating Salesforce CRM with existing on-premise business applications such as Infor ERP. Running on salesforce.com's force.com platform the SKYVVA Integration Suite can seamlessly be integrated into the Salesforce CRM application environment.

The SKYVVA Integration Suite enables SMARTRAC to synchronize all Infor data with Salesforce on a daily base. Twice a day all data on accounts receivables, products, orders, invoices and credits, that recently may have changed, are transferred from Infor to the CRM system.

The integration was technically realized with the help of an agent working as a gateway and retrieving the data via an ODBC adaptor from Infor's Oracle database. The Integration Agent is part of the SKYVVA Integration Suite (Advanced Edition). It queries the Salesforce configuration so that SQL statements and their configurations may have been

adjusted as needed without an employee being forced to have access to the on-premise server.

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Tatiana Seidel and her on-site team were impressed by the implementation speed. The CRM expert confirms: "After a one-day workshop SKYVVA was able to complete the project in only four days at flat fee costs." One of the main reasons for this short project time was that the SMARTRAC team actively helped to define and integrate the corresponding SQL statements.

"As the SKYVVA solution is a native force.com application every Salesforce user will get along with it very quickly minimizing the training efforts to one hour of online training. For questions after the introduction workshop the support team helped us at any time in a very down-to-earth way", Tatiana Seidel summarizes the cooperation.

Flat Fee Implementation

SKYVVA offers a flat fee implementation of Salesforce CRM and backend systems. "We also are using other integration tools at SMARTRAC, but from a price performance ratio's aspect SKYVVA definitely is unbeatable", Tatiana Seidel confirms satisfied with the project. One more advantage of SKYVVA comes from the fact that the SKYVVA Integration Suite is a 100 % force.com application. This enables SMARTRAC employees to analyze interface errors e.g. at the data validation directly in Salesforce and correct them as needed.

Finally, Tatiana Seidel comes to a positive conclusion: "The SKYVVA Integration Suite avoids the time-consuming, error-prone manual data transfer from the ERP system to Salesforce via the APEX Data Loader. In addition, we now have daily up-to-date and resilient information in our Salesforce application, are able to monitor the interfaces in a comfortable way and adjust them as needed. The seamless cooperation with the SKYVVA team and the excellent price performance ratio are additional reasons for having made the right decision to use the SKYVVA Integration Suite."