

# Integration of SAP IS-U and Salesforce CRM



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**Stéphane Rinsoz**  
Sales Manager

## Challenge:

- Parallel but isolated operation of SAP IS-U and Salesforce CRM
- Inconsistent customer database hinders sales processes

## Solution:

- SKYVVA Integration Suite integrates SAP IS-U and Salesforce
- Native NetWeaver/PI integration

## Results:

Higher data quality and homogeneity as well as more efficient sales processes

## Swiss Energy Provider Integrates Sales Processes with the SKYVVA Integration Suite

When the Swiss electricity market became deregulated in the year 2007 the former public power authorities were facing the challenge of adapting their business processes, especially their sales processes to the rules of a new, free market. As a consequence nine of them decided to join forces and in the same year founded Romande Energie Commerce S.A, the largest trade organization for electrical power in the French-speaking part of Switzerland. Today the company services approximately 300,000 direct end customers with 3.8 TWh of electricity. To support the new sales strategy in a deregulated market with the corresponding software architecture, Romande Energie selected Salesforce CRM to complement the existing SAP IS-U ERP system. As the isolated operation of the two solutions soon turned out to be little efficient, Romande Energy used the SKYVVA Integration Suite to integrate SAP and Salesforce CRM.

### „For Selling Electricity SAP CRM Is Not Flexible Enough“

That was the conclusion of Stéphane Rinsoz, project owner and Romande Energie’s Sales Director for commercial customers, SMEs and the public sector after evaluating the SAP CRM module in the year 2008.

As almost every utility company Romande Energie is using SAP IS-U, a vertical SAP solution, which was designed especially for the utility (electricity, gas, water) industry. The software includes modules for customer master data management, service and consumption billing, device management (electricity, gas, water metering devices) grid maintenance and operation, sales operation, customer service and accounting.

„Selling electricity in a deregulated market where the provider has to cut sales operation from the service grid requires sales processes that are not easy to be mapped in SAP CRM”, explains the sales director. “For this reason, after a pilot period in the year 2008 we decided to go for Salesforce as our CRM system.”

## **Integrating SAP and Salesforce CRM**

Stéphane Rinsoz remembers: „As SAP and Salesforce CRM had not been integrated in the first stage, it became evident very soon that the systems and processes had to be integrated to increase efficiency. Therefore, we started to look for a solution, which should incorporate our existing SAP Netweaver/PI-based IT architecture, and found the SKYVVA Integration Suite that was able to directly integrate SAP Netweaver/PI and Salesforce.”

The SKYVVA Integration Suite is a native force.com application and can be installed in Salesforce CRM with few mouse clicks via the AppExchange marketplace. For Netweaver/PI SKYVVA provides ready-to-use session handling features to set up a logical connection between the two systems within only few hours. Pre-defined mappings (integration apps) are optionally available for Netweaver/PI or Salesforce, so only the interfaces have to be customized which dramatically minimizes the integration efforts.

At Romande Energie the solution is used amongst others for synchronizing the business partners with the accounts and to create new business partner records in SAP directly from Salesforce for writing the quotations. The consumption data are updated manually at regular intervals via the SKYVVA Integration Suite's ETL feature, as these updates are not time-critical. The company at the moment thinks about integrating the SAP service module and the contracts as well.

Stéphane Rinsoz explains: „The seamless message monitoring enables us to detect user mistakes in the interface e.g. during data validation by ourselves and accordingly to correct them in Salesforce or SAP. With the SKYVVA Integration Suite we are able to centrally and consistently manage all our customer data.”

*„In only a three months period all requirement specifications including test and production systems were completed. The co-operation with SKYVVA during the whole project as well as after the going-live flew smoothly“.*

## **The „Human Factor“**

With the project execution Stéphane Rinsoz is more than satisfied. He explains: “In only a three months period all requirement specifications including test and production systems were completed. The co-operation with SKYVVA during the whole project as well as after the going-live flew smoothly. We got to know SKYVVA as a committed and motivated partner with powerful support structures. Our contacts were available at any time for questions and constructive feedback.” Support cases are handled based on a service level agreement.

Asked for the “lessons learnt” from the project the sales director outlines: “As often it is the human factor that is critical. On the one hand you need a project manager as the “railroad engine” and competent and motivated partners for the implementation. On the other hand you have to align to the rhythm and the working method of the own organization – which is not always as fast as the engine driver would like it to be. With SKYVVA we went into the right direction and today we are leveraging on a higher data quality, homogeneity as well as an increased efficiency in our sales processes.