

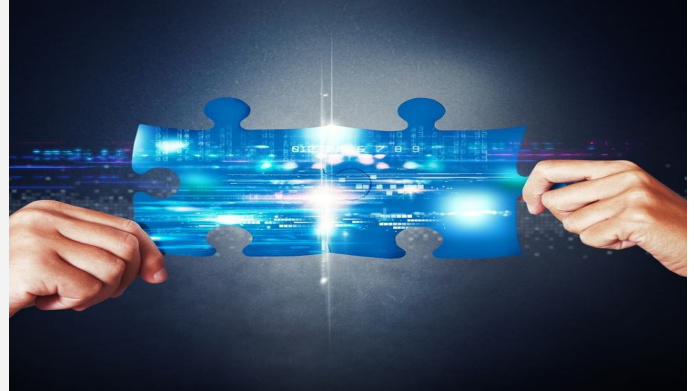
CASE STUDY: MICROSOFT DYNAMICS TO SALESFORCE INTEGRATION USING SCRIBE

COMPANY OVERVIEW

The client has patented and branded environmentally responsible textile performance solutions since 1993. The company's flagship product, revolutionized the use of fabrics in healthcare, hospitality, government, education and contract segments.

COMPANY PROFILE

Location	Detroit, MI
Employees	100+
Industry	Textiles
Competitor	N/A
Solutions	TIBCO Scribe Online, Sales Cloud
Go Live Date	7/13/18



CHALLENGE

The client had a legacy CRM implementation in Microsoft Dynamics that was still being used by existing business processes and product teams. There was a desire to utilize the Salesforce Platform, but needed to keep data in sync between CRM solutions. This process should be automated and have the ability to run throughout the day.

SOLUTION

Creation of middleware Microsoft SQL Server database to consolidate and normalize data from Microsoft Dynamics

Utilize TIBCO Scribe Online to query Microsoft SQL Server to obtain data set to process, locate (or create) the appropriate Account, Order, Order Item or Contact in the Salesforce Sales Cloud platform.

By keeping track of the success history via Scribe Platform API functionality, the size of the data set is minimal, allowing the integration processing to run in an hourly basis.

RESULTS

Business units in the Salesforce environment have information readily available from the legacy Microsoft Dynamics, without any interruptions to the business processes and teams across the enterprise.

The ability to have error-free data on a hourly basis, led to better decision making and a more complete customer experience.

"Using TIBCO Scribe allows the client to see data within an hour of the last update, which is a vast improvement over the monthly updates that were completed monthly."

THE RESULTS

27

Average time required to see Dynamics data in Salesforce

72

Records updated hourly (on average) since the initial migration

79,812

Initial records integrated