

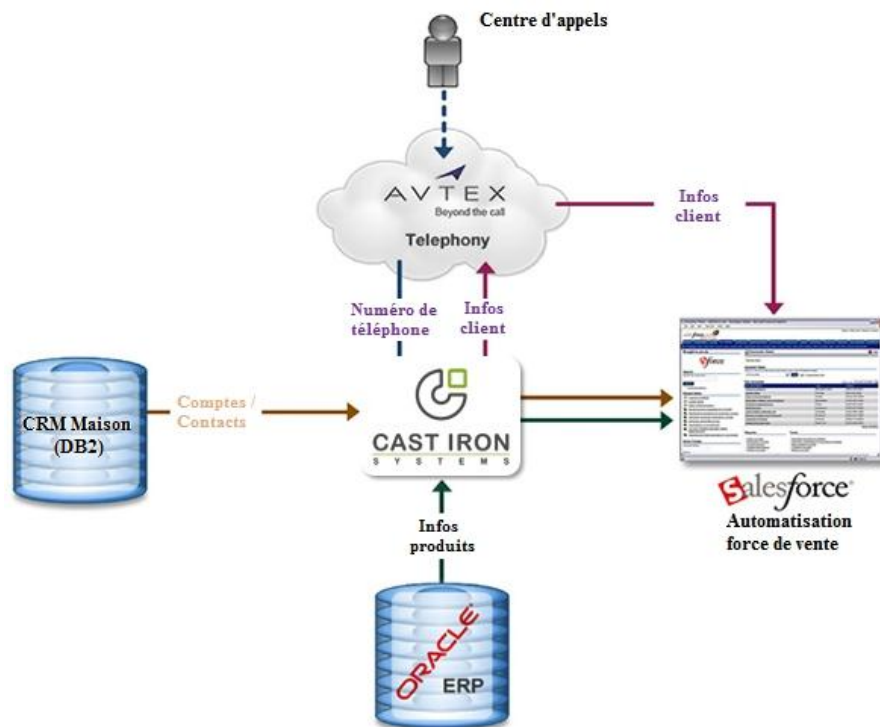
CASE STUDY – CUSTOMER AND BUSINESS DATA SUPPLIERS

Problems :

- Complex and expensive CRM to salesforce.com transfer
- Complex information extraction from Oracle ERP products
- Complex real-time Avtex IP Telephony integration
- Less than 20 days implementation time

Cast Iron Solution :

- Real time salesforce.com integration
 - Customer Service can access client's data
 - Update data with ERP in sync mode
 - Consolidation of customer data
- Using a single device to monitor all transactions
- Deliver the product in 12 days



Data sources :

- Avtex
- DB2 sur AS400
- Oracle ERP
- salesforce.com

Performed integrations :

- Customer data
- Customer service
- Product information
- Transfer CRM data to salesforce.com