



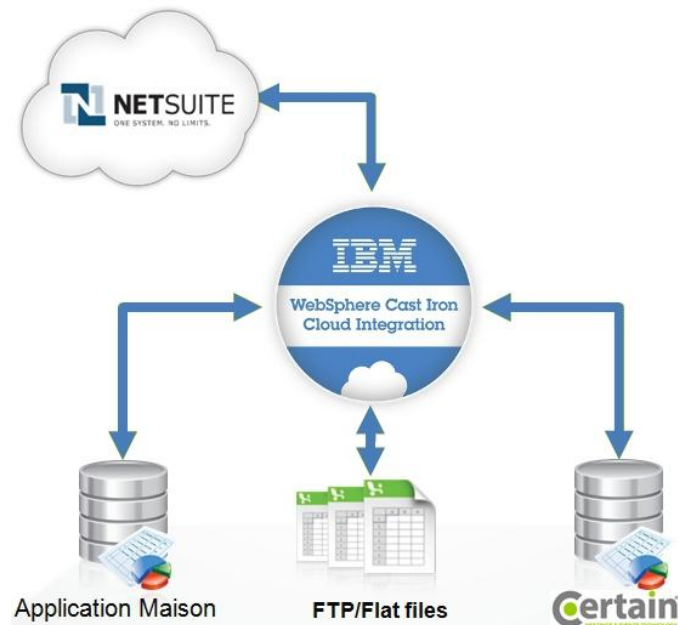
CASE STUDY – LARGEST LEADERSHIP PROGRAMS CREATOR

Problems :

- Integrate NetSuite CRM with the events registration application Certain[®]
- Eliminate manual data entry for telemarketers' data
- Integrating an in-house application with files "flat files"
- Reduce implementation costs involving: cumbersome / complex / manual labor
- Replace the solution envisaged initially (*Informatica*)
 - Too expensive
 - Implementation complexity
 - Implementation deadline
 - Lack of application agility to meet business needs

Cast Iron solution :

- Real-time integration between NetSuite and Certain[®]
- Integrate in-house application files with "flat files"
- Project delivered in 10 days
- Increase telemarketers' productivity
- Increase information quality



Data sources :

- NetSuite
 - Certain
 - Application maison
 - Fichiers flat files
- Performed integrations • Client data