



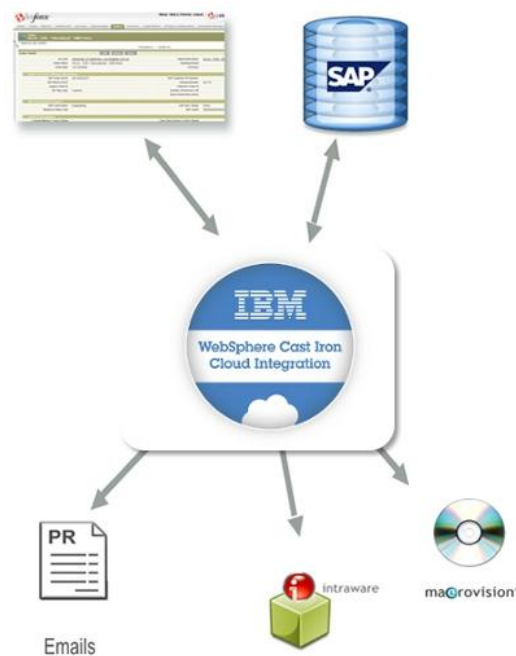
CASE STUDY – ELECTRONIC DESIGN COMPANY

Problems :

- Using SAP as a registration system
- Using salesforce.com as CRM
- Several integration needs:
 - Suppliers and purchase requests
 - Customers and purchase orders
 - Escalation of support requests
 - Unavailable ABAP expertise (*SAP programming language*)

Cast Iron Solution :

- Ensure the consolidation of master data and transaction between the ERP and CRM
- Using a single console to monitor all transactions
- Automatic notification during requests for support delays
- Remove code in order to complete the project
- Control updates frequency of data between different sources



Data sources :

- Clearcase
- Flatfiles
- NetWeaver
- SAP
- salesforce.com

Performed integrations :

- Customer data
- Customer service
- Product informations
- Purchase orders