

Salesforce.com Integration with Oracle EBS – Case Study



COMPANY OVERVIEW

US-based retail jewelry chain, specialized in engagement rings with over 20 stores nationwide. The company was founded in 1921 and has its Headquarters in California.

BACKGROUND

Customer recently implemented Salesforce.com as their main CRM system and needed to integrate the data with their main ERP system which is Oracle E-Business Suite.

Their customers' information can be created in Oracle EBS, their custom POS application or Salesforce.com which created a multi-entry of data that needed to be synched in real-time.

They were looking for an integration solution that was robust, reliable, cost-effective and scalable for future integrations.

IT Convergence hosts and manages the company's IT infrastructure and applications and is seen as a trusted advisor that can support all of their IT requirements and have a track record of delivering all projects on-time and on-budget. When they decided to implement Salesforce.com, they asked ITC to do an assessment of the leading integration solutions and advise the best-fitting solution to use given the requirements.

BUSINESS REQUIREMENTS

- Establish an agile SOA Framework using standard SOA best practices to accommodate future enterprise integrations on business processes and applications outside of the CRM integration.
- Complete integration of Customers in Oracle EBS, Custom POS Application and Salesforce.com
- All three primary applications needed to perform CRUD (Create, read, update, delete) Operations while keeping data in synch.
- Opportunities in Salesforce must be closed when purchase transaction occurs in Oracle EBS
- Products and purchase history in Oracle EBS must be visible from Salesforce.com
- Elimination of all data duplication issues.

THE CHALLENGE

- Low Budget – High Quality Expectations
- Complex Integration of Customer Data
 - Hybrid Customer Model (Custom / Standard TCA) in Oracle EBS
 - Oracle Customer Model does not map easily to Sales Force Customer Model
 - Oracle EBS is the source of truth for customer data, however customers are maintained in both Oracle EBS and Salesforce
 - Requires bi-directional synchronization
- Bi-directional Real-Time Synchronization

THE SOLUTION

After evaluating various enterprise integration software vendors, IT Convergence determined that WSO2 will be the platform that best suits all of our customer's needs without implicating in a large amount of investment.

WSO2 is the only vendor that offers a complete SOA middleware stack 100% open source that is able to integrate agnostically disparate applications by various vendors, with heterogeneous protocols connecting services, legacy systems and cloud systems seamlessly in an agile and highly cost-effective model.

Following ITC's recommendations, customer decided to utilize WSO2's ESB & DSS components to create the integration architecture between Oracle E-Business Suite & Salesforce.com with IT Convergence being the main implementing partner.

IT Convergence created the implementation and architecture strategy based on SOA best practices including: designing and implementing the Canonical Data Model and Error Handling Module. We implemented the WSO2 integration code into production and installed all the infrastructure machine and software setup for test and production instances as well as underlined the database implementation.

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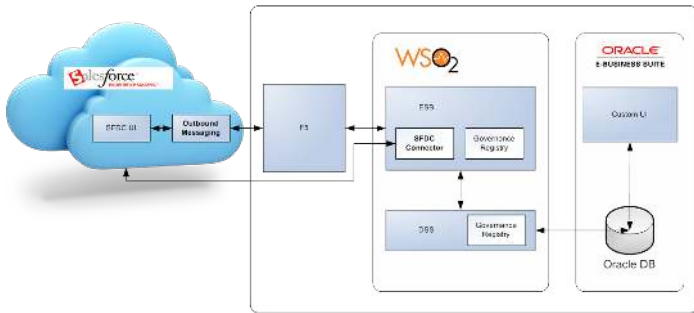


Figure 1. Use case component architecture

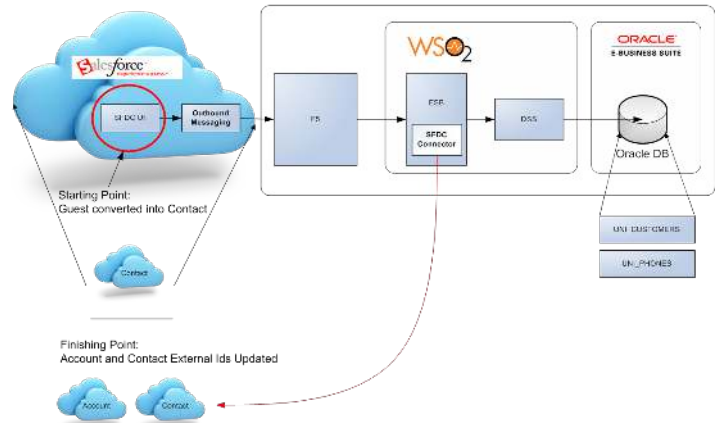


Figure 2. Data flow Salesforce.com to Oracle EBS

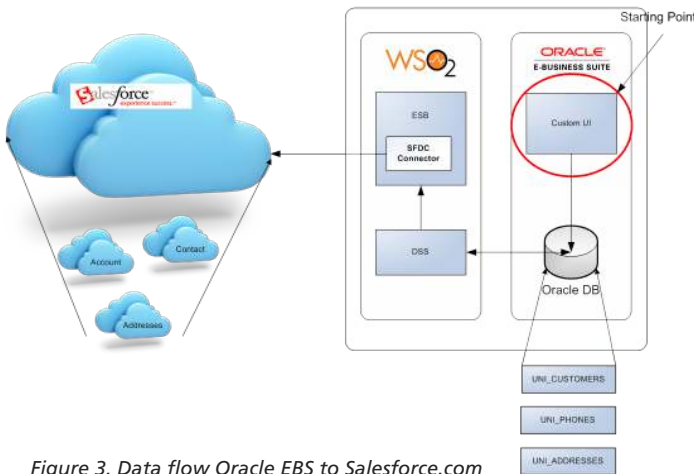


Figure 3. Data flow Oracle EBS to Salesforce.com

THE RESULTS

The customer has a CRM system that is fully synchronized with its other key applications avoiding double entries and duplicated data throughout their system environment, shortening the time to handle customers and increasing overall efficiency in processing transactions by having a fully automated framework.

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