



Informatica Cloud Services Help A.W. Hastings & Co. Thrive in a Challenging Building Supplies Market

HEADQUARTERS

Enfield, CT

FOUNDED

1846

INDUSTRY

Distribution Services

REVENUE

Private Company

EMPLOYEES

152

“If it wasn’t for Informatica Cloud Services, A.W. Hastings would not have been able to achieve the necessary integration with salesforce.com. Informatica delivered the self-service data integration our organization needs to improve decision making and build prosperous customer relationships. Just as important, Informatica gave us the ability to envision any data solution – and that is a powerful tool for our business.”

— Mark Perry, Director of Technology, A.W. Hastings & Co.

The Challenge

A.W. Hastings & Co., a distributor of Marvin and Integrity windows and doors, needed to quickly and cost-effectively integrate its Salesforce CRM cloud-based applications with its on-premise databases and applications. Operating in the competitive building materials industry, A.W. Hastings’ sales professionals were seeking to target, acquire, and retain customers in its network of independent retailers. The company was challenged by its lack of a single, unified view of each customer relationship. Customer, product, financial, and other critical information was dispersed among the Salesforce CRM platform and multiple on-premise applications, including SQL Server and Microsoft Dynamics GP back-office applications.

Specifically, A.W. Hastings needed a solution that would:

- Deliver seamless, high-quality support to more than 120 independent retail dealers throughout the Northeastern United States
- Provide all staff with a single, comprehensive, shared view of all business information
- Synchronize and replicate data between cloud and on-premise applications and databases
- Ensure that the data within the cloud CRM system is accurate, complete, and up to date
- Reduce the cost, time, and resources associated with cloud and on-premise data integration
- Free up valuable IT resources by having the business facilitate the cloud data integration itself

The Solution

A.W. Hastings implemented the cost-effective Informatica® Cloud Services, enabling fast, tight integration between the on-premise Microsoft Dynamics GP back-office platform and the previously deployed Salesforce CRM system. Data synchronization enables the organization to perform bidirectional data integration functions via an intuitive Web-based interface between Salesforce CRM and Microsoft Dynamics. This interface is eliminating the complex, labor- and time-intensive manual process and removing the need for specialized IT skills and resources. Simultaneously, Informatica Cloud Services allow the company to easily automate the replication and archiving of data from Salesforce CRM to an on-premise database for business intelligence reporting. This replication and synchronization are set to run frequently to ensure the entire business and its decisions are based on accurate, timely, and trusted information.

Using this approach, A.W. Hastings has introduced an enterprise-wide, single, shared view of every retailer. Among many initiatives, the Informatica Cloud Services solution has enabled a customer portal through which intermediary retailers and other customers can raise and track orders. It also underpins agent and customer credit management and supports an integrated IT asset inventory management system.

Key Benefits

- Enhanced the accuracy and timeliness of enterprise data for better business decisions
- Helped the company compete more successfully in a challenging building supplies market
- Introduced 360-degree, near real-time, dashboard view of business operations
- Improved customer service via launch of innovative customer portal and other initiatives
- Reduced the cost and risk associated with managing technology
- Increased cost control through improved agent and customer credit checking and management
- Enabled nontechnical business users to perform self-service cloud-based data integration
- Increased the reliability and availability of critical operational data

Learn More

Learn more about the Informatica Cloud. Visit us at www.informaticacloud.com or call +1 650-385-5000 (1-888 345 4639 in the U.S.).

About Informatica

Informatica Corporation is the world's number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,100 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.

INFORMATICA[®]
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HIGHLIGHTS:

GOALS

Enable windows and doors distributor to quickly and cost-effectively integrate its Salesforce CRM cloud-based applications with its on-premise databases and applications

PRODUCTS

- Informatica Cloud Services, including data synchronization and data replication
- Salesforce CRM, Microsoft Dynamics GP, Microsoft SQL Server

RESULTS

- Enhanced accuracy/timeliness of data for better business decisions
- Enabled firm to compete more successfully in challenging building supplies market
- Introduced 360-degree, near real-time, dashboard view of business operations
- Resulted in more agile and responsive customer service
- Reduced the cost and risk associated with managing technology