



## Informatica Delivers Real-Time SAP and salesforce.com Integration

### Reduction in Data Integration Time of Nearly 85 Percent

#### HEADQUARTERS

Zurich, Switzerland

#### WEBSITE

[www.nobelbiocare.com](http://www.nobelbiocare.com)

#### FOUNDED

1953

#### INDUSTRY

Healthcare

#### REVENUE

\$754 million (2009)

#### EMPLOYEES

2,400

“Informatica provides the real-time, bidirectional link between our salesforce.com front office and SAP master data. By synchronizing this critical information, the Informatica Platform is helping Nobel Biocare increase productivity, improve the loyalty and revenue of our customers, and make the organization more successful and more profitable.”

— Jean-Marie Schmid, Global Customer Value Management, Nobel Biocare

### The Challenge

Nobel Biocare's global, 1,500-seat salesforce.com deployment is helping this world leader in innovative restorative and aesthetic dental solutions attract, grow, and retain customers. A customer value management strategy is being rolled out worldwide to create a 360-degree view of every dentist, technical laboratory, physician, and other community in Nobel Biocare's customer base. However, to create a true single view of its customers, the company needed to complete a customer master integration process in real time and in both directions: from the Nobel Biocare SAP ERP platform to salesforce.com, and from salesforce.com to SAP. This integration needed to be achieved in the shortest possible time frame, cost-effectively, and with minimal resources from the company's IT team.

Specifically, Nobel Biocare needed a solution that would:

- Synchronize Salesforce CRM and SAP ERP data bidirectionally, getting the right information where it is needed, when it is needed
- Streamline and accelerate the time to market for the completed integration
- Enable the capture of sales opportunities during day-to-day contact between customers and front-office functions

## The Solution

Nobel Biocare deployed Informatica® Cloud to integrate and synchronize its salesforce.com Sales Cloud and Service Cloud data with its SAP R3 and SAP Business Warehouse data residing on premise. The platform-neutral, easy to implement and use data integration solution enables Nobel Biocare to perform both simple and complex integration tasks quickly and on budget. By synchronizing SAP master data with salesforce.com, Nobel Biocare's sales teams can perform bidirectional account creation and maintenance, create an order, and mash up and drill down into order and financial data. Informatica Cloud can be deployed extremely quickly, at low risk to the business, and with minimal resources from the IT team. Nobel Biocare worked closely with ITBconsult, a global integration champion and SAP integration specialist, to build the solution.

Key benefits included:

- Delivered real-time, bidirectional salesforce.com and SAP integration in eight weeks, compared with one year using a resource-intensive service architecture
- Introduced holistic, unified, and global view of key dentistry stakeholders
- Streamlined management of customer support cases within the salesforce.com Service Cloud
- Supported aim to achieve 95 percent user log in
- Helped Nobel Biocare increase sales and service productivity
- Enhanced satisfaction among dental professionals
- Helped organization adhere to ambitious sales targets and forecasts

## Learn More

Learn more about the Informatica Cloud. Visit us at [www.informaticacloud.com](http://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.

## HIGHLIGHTS:

### GOAL

Integrate SAP master data with salesforce.com to facilitate real-time, single view of dentists worldwide

### SOLUTIONS

Informatica Cloud SAP R/3 Sales and Distribution; SAP Business Warehouse

### RESULTS

- Reduced integration time from one year to eight weeks
- Enabled healthcare company to more effectively target, acquire, and retain customers worldwide
- Increased sales and customer support productivity
- Enhanced customer responsiveness and quality of service
- Supported an increase in salesforce.com user adoption



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