Customer Profile

Founded in 1950, Nilkamal is a manufacturer of moulded furniture, crates, containers and bins and operates the mega-retail home store chain, “@home” with an annual turnover of over US$330 million. Occupying a total constructed area of 1 million square feet, all of Nilkamal’s manufacturing plants are ISO Certified and practice six-sigma quality processes. This extensive manufacturing infrastructure is supported by an extensive sales network, operating through 49 regional offices and 33 warehouses.

Business Problem

Experiencing double-digit growth in a fast growing economy, Nilkamal was faced with the requirement of providing the latest inventory data to hundreds of salespeople across the country. In addition, manufacturing and production planning systems needed to be continuously updated with field-sales data, while also being summarized for a number of management reports and updates to other sales teams.

“...first-hand implementation and deployment experience so we can say we are happy we made the right architectural decisions for our middleware infrastructure. Implementing a cloud application like salesforce.com to seamlessly integrate and streamline our SAP has already given us tremendous productivity gains. We now intend to rapidly extend the Fiorano ESB across other applications in order to establish a robust, scalable and flexible enterprise nervous system for the organization.”

Mr. Nilesh Modi,
Head of Information Technology,
Nilkamal Ltd.
Driven by a 300-strong sales force spread across the country, as Nilkamal's feet on the street, need to meet with product managers from different vertical industries, for example a manufacturing company who would purchase plastic crates from them.

**Real-time Cloud CRM not enough**

With a vision of empowering the sales team, Karan Doshi, who leads IT initiatives at Nilkamal, purchased 200 Salesforce.com licenses for the company's key sales agents; he soon realized that the cloud based CRM alone wasn't going to get the job done. Even though information from the SaaS based cloud system, Salesforce.com flowed through in real time the sales force did not have access to critical business information that was trapped in silos within the company’s ERP.

**Manual processes and related time and cost**

For a sales person to be able to close a sale, he needed to know a client's latest delivery status, pending payments, etc. All such information resided within the ERP system. As a result, despite having a cloud-based CRM model, Nilkamal's sales team found itself spending a disproportionate amount of time talking with managers at head office over lengthy, long-distance calls. This manual dependency negated some of Salesforce.com's advantages.

Another major challenge was integrating various ERP databases. “ERP is a complex giant. Unless you have a dedicated team of ERP experts such an exercise is impossible. For any successful ERP integration project you need to invest in the right skill sets,” says Doshi in an interview to CIO magazine.*

**Slow-slow-slow**

Nilkamal’s attempt to boost the effectiveness of its sales people with Salesforce.com was being stymied by an inability to efficiently exchange information between the SaaS-CRM tool and the ERP system. Could its IT department find a way?

**Solution**

Mr. Doshi had to take a call that most CIOs dread: Integrating middleware with his ERP. His earlier tryst with SAP PI was a disappointment, he says. "We were running SAP PI to integrate our ERP with Salesforce.com for one of our retail outlets. It was excruciatingly slow.”*

Months of research lead him to Fiorano, whose ESB solution was exactly what Nilkamal needed, says Mr. Doshi. It was fast, allowed bi-directional access, and integrated beautifully with SAP. Integrating the middleware was easy, says Mr. Doshi; The entire Fiorano solution went live in 45 days, against the projected 60 days.

"We did a tremendous amount of proof-of-concept analysis before settling on a REST-based SOA and selected the Fiorano SOA platform to deliver this solution," says Mr. Nilesh Modi, Head of Information Technology at Nilkamal Ltd.

With Fiorano ESB as the middleware, and availability of Fiorano's rich set of pre-built adapters (for SAP & Salesforce.com), the complexities involved in integrating SAP and Salesforce.com were eliminated. This enabled the integration team to focus on achieving the business logic around getting the right data to the right place.
The Fiorano ESB middleware essentially acts as the link between Salesforce.com and SAP. When a sales agent sends a query on Salesforce.com, it, in turn, queries Fiorano which then talks to Nilkamal’s ERP. It then throws back all the relevant information to Salesforce. And this happens both ways. Unlike traditional point-to-point coding systems, this is a multi-point visual code that seamlessly transfers information across disparate systems. The tool can integrate not only with SAP but with other applications that Nilkamal intends to integrate in the future.
The Benefits

Productivity gains
Seamless integration of SaaS applications like Salesforce.com with the ERP system (SAP) has already streamlined operations and resulted in tremendous productivity gains for Nilkamal. Going forward Fiorano ESB is being extended across other applications in order to establish a robust, scalable and flexible enterprise nervous system for the organization.

Compressed time to market
By providing the ability to accommodate live changes to business processes on the fly, the Fiorano SOA platform dramatically reduces development and debugging time. Business analysts draw pictures of new processes and they are deployed instantly across the network in real-time.

Reduced development cost
A zero-coding, drag/drop approach to building integration flows ensures minimal product training and human-resource requirements, especially in comparison with large stack and legacy integration technologies.

Increased revenue
An empowered sales force now can make rapid fire decisions relating to deals in real-time with full 360 degree access to invoice, payment, inventory and customer information. Instead of spending time on getting information from multiple sources, Managers can now take decisive and impactful action and focus on the business imperatives of closing deals.

Accelerated and significant ROI
With all of the above benefits and more the Fiorano middleware has achieved ROI for Nilkamal in less than a year.*

**Note: Some information and comments for this case study are taken from an interview given by Mr. Karan Doshi to CIO magazine: http://www.cio.in/case-study/heading-towards-better-sales-management-nilkamal

ABOUT FIORANO SOFTWARE

Founded in 1995, Silicon Valley based Fiorano is a USA (California) Corporation, a trusted provider of Digital Business Backplane and enterprise integration middleware, high performance messaging and peer-to-peer distributed systems. Fiorano powers real time, digital enterprises with bimodal integration and API Management strategy that leverages the best of systematic (centralized, high-control) and adaptive (federated, high-speed) approaches to deliver solutions across cloud, on-premise and hybrid environments. Fiorano operates through its worldwide offices and a global network of technology partners and value-added resellers.

Global leaders including AT&T Wireless, Boeing, British Telecom, Federal Bank, L’Oréal, McKesson, NASA, POSCO, Rabobank, Royal Bank of Scotland, Schlumberger, US Coast Guard and Vodafone have deployed Fiorano to drive innovation through open, standards-based, event-driven real-time solutions yielding unprecedented productivity.

To find out more about how Fiorano can help you meet your enterprise integration objectives, visit www.fiorano.com or e-mail sales@fiorano.com