



SALESFORCE INTEGRATION

CASE STUDY

SALESFORCE INTEGRATION WITH ON-PREM SYSTEMS

Helped a leading information publishing company achieve a **smooth workflow** and **efficient operational management** via **Salesforce integration**

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Problem Statement

As an innovative information leader for over a century, the client has evolved from an industrial trade print publisher, into an information and technology business. They are a private, family-owned, and operated company connecting buyers and suppliers across all industries. The client needed a pricing calculator for their growing business.

Business Need

A cloud-based application to:

- Get a 360-degree view into subscriber activity, quote for new subscriptions, upgrades, and renewals
- Quickly configure the solutions as per the agile environment

Solution Approach

- Integrated Salesforce with Amazon using RESTful API and Angular JavaScript
- Deployed Zuora (a billing application) into the system to get a 360-degree visibility
- Built a tier-based approval process
- Customized UI on the homepage layout to show all pending, approved and rejected approval process
- Developed Visualforce Pages, Apex Classes, and Trigger, etc.
- Employed functionalities like Merge Template, Workflows, Email-To-Cases, Assignment Rules and Escalation Rules

Benefits

- Integrated Amazon to facilitate the price calculation of various subscribers
- Improved end-user experience with implementation of a billing app (Zuora) in client's system
- Eliminated the need to keep a track of their subscriber activity and new requirements
- Customized the application to help achieve a smooth workflow & efficient operational management

Technology Stack

