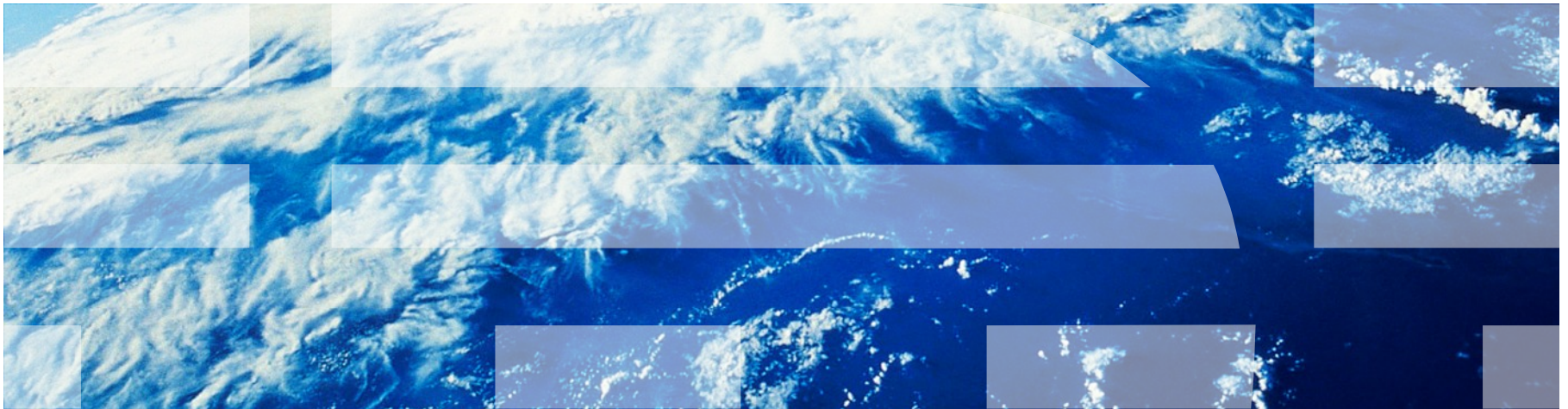

How to Rapidly Connect Cloud & On Premise Systems in the Commercial World

Simon Peel

Cast Iron Business Leader, Europe



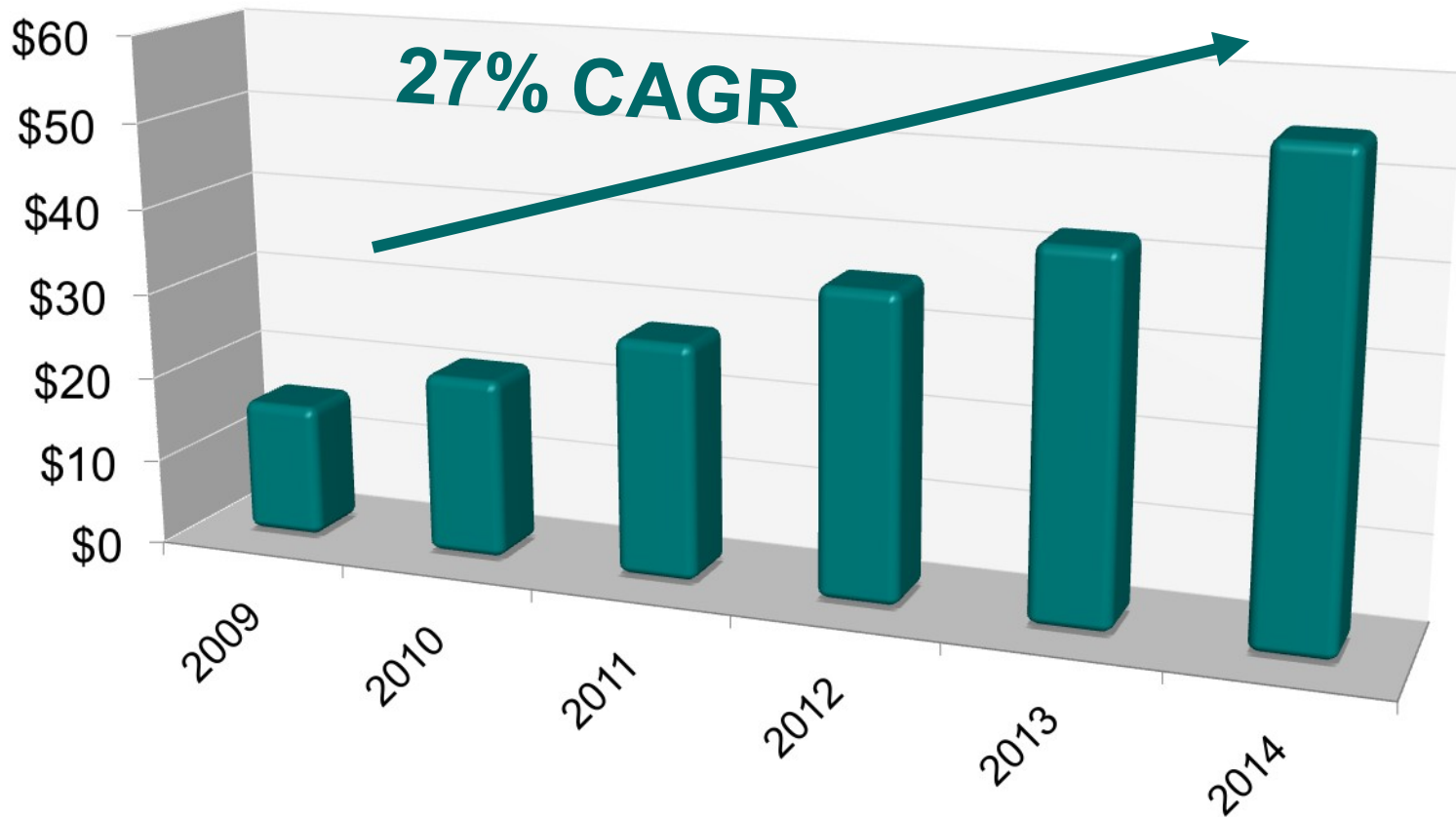
Agenda

- The Urgent Need for Cloud Integration
- Cloud Integration Solution Overview
- Demo
- Typical Cloud Scenarios in Commercial Companies
- Q&A

Cloud Application Use is Exploding

Global Public Cloud Market: \$55.5B in 2014

Worldwide Cloud Revenue in Billions



And It's Created a Hybrid World

Companies have both Cloud and On Premise Applications

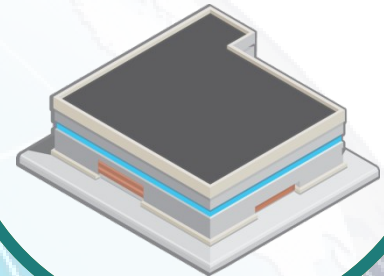
Public Clouds

Private Clouds

Packaged Applications



Home-grown Applications

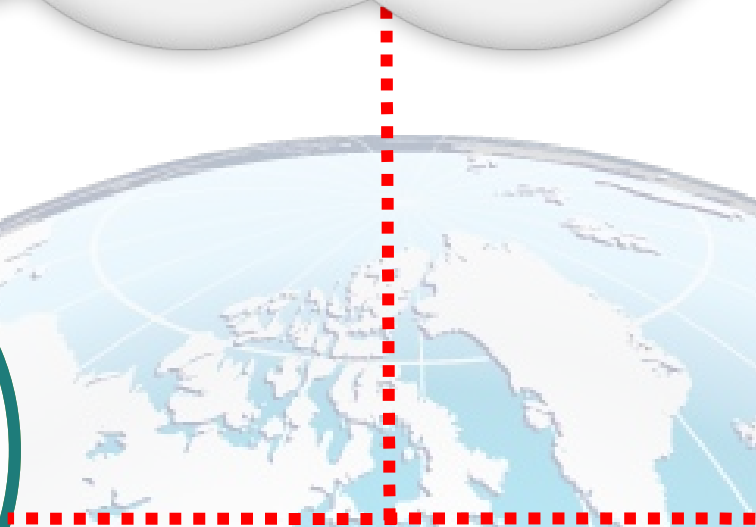
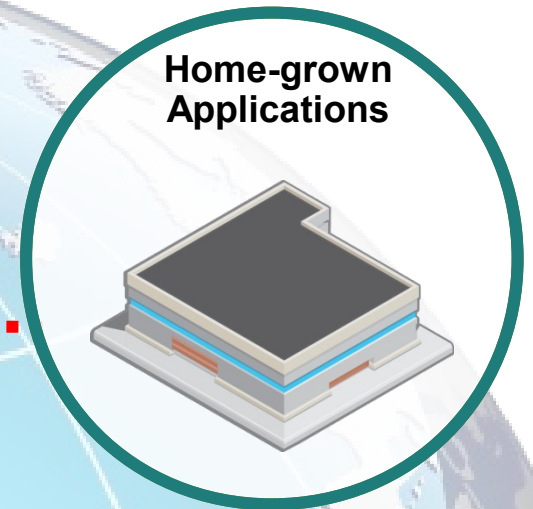
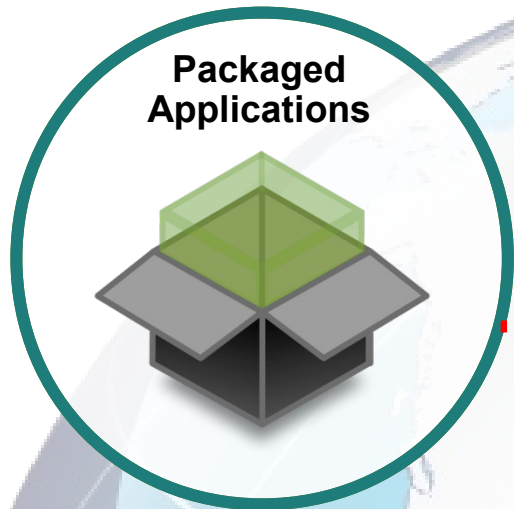


Which Demands Integration

Integration is Critical in a Hybrid World

Public Clouds

Private Clouds



Needs Getting More and More Complex

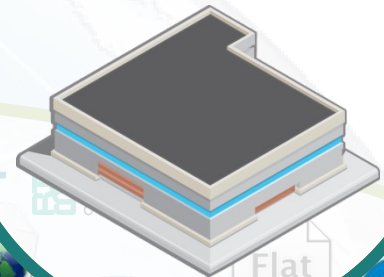
Integration Maximizes Value of Cloud Investments



Packaged Applications



Home-grown Applications

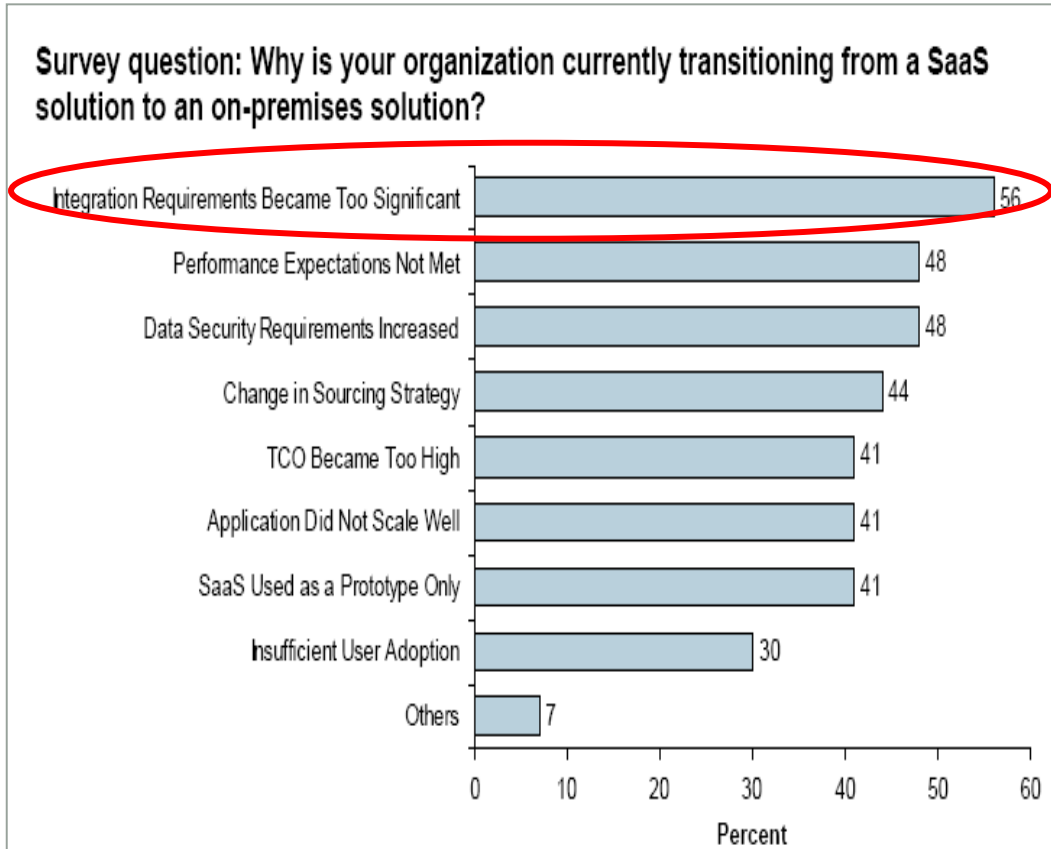


The PAIN We Solve

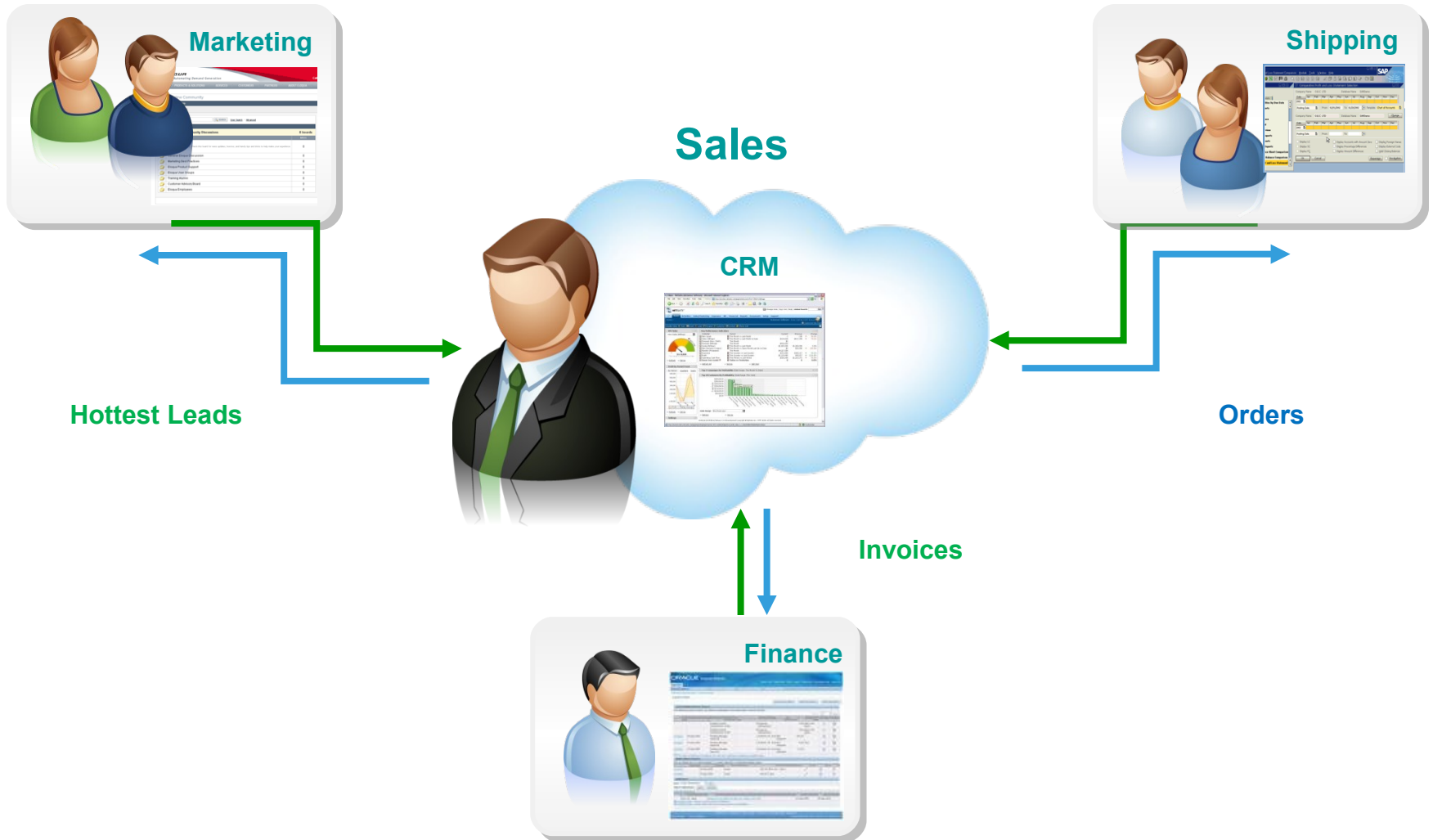


And Companies Re-evaluating the Cloud

Gartner



Integration = Maximizing Cloud Application Value



Connects Hybrid World of Cloud and On-Premise Applications IN DAYS



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Need specific applications integrated,
not general purpose integration needs



Agility to respond to business growth



Control cash spending and outlay



Limited middleware skills



Customer



Proven solution for application integration
- 1000's of deployed integrations



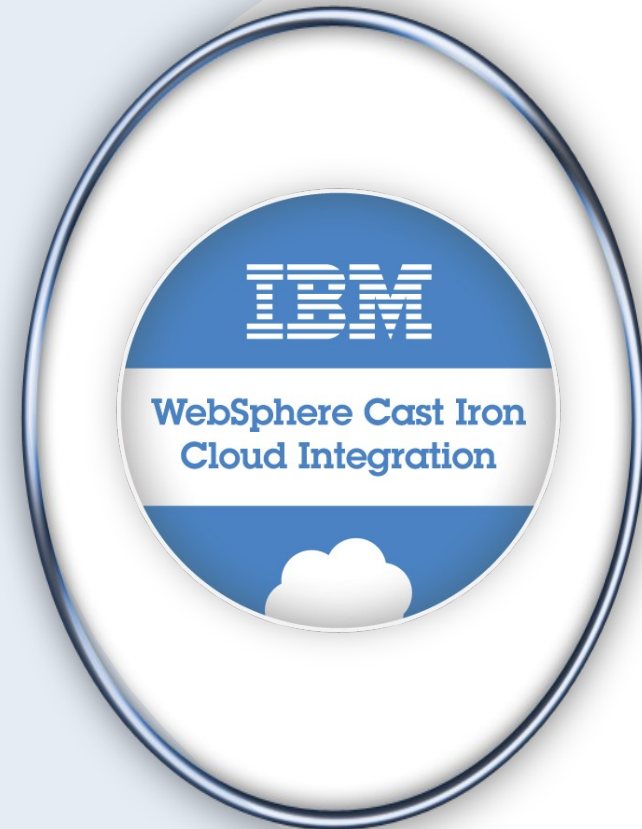
Integration in days, not months



25% to 80% savings compared to
custom code*



Used by application knowledgeable IT
staff, not middleware experts
(Configuration, not coding)



* Based on over 20 TCO studies done with customers worldwide

Complete



Complete Flexibility



Cast Iron Cloud



Physical Appliances



Virtual Appliances

Total Connectivity



Complete Reusability



TIP Exchange



TIP Development Kit



TIP Community

For All Types of Projects



UI Mashups

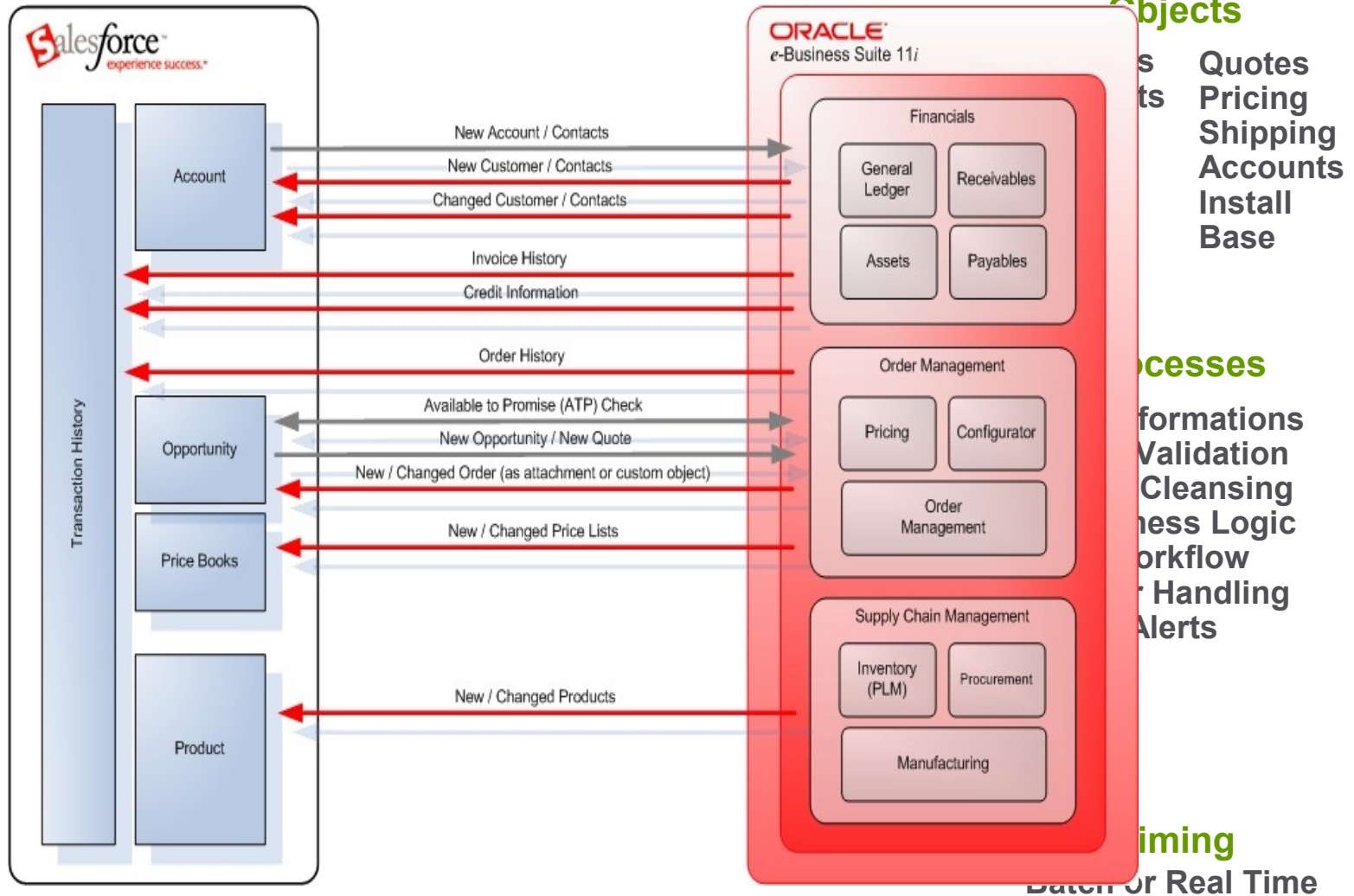


Process Integration



Data Migration

What is a Template Integration Process (TIP)?

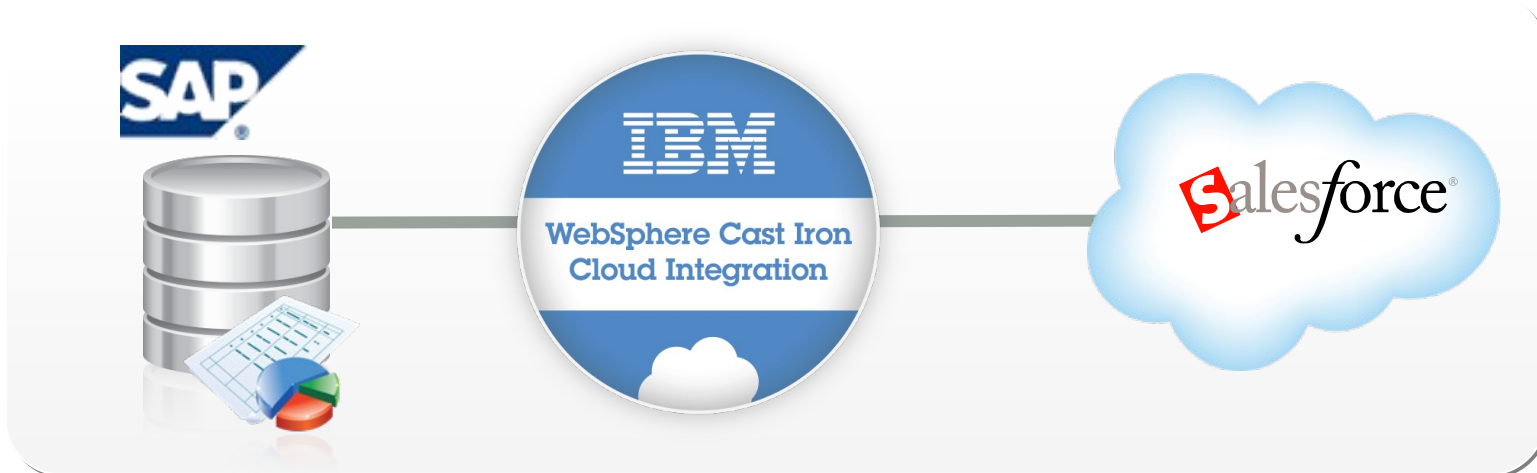


Agenda

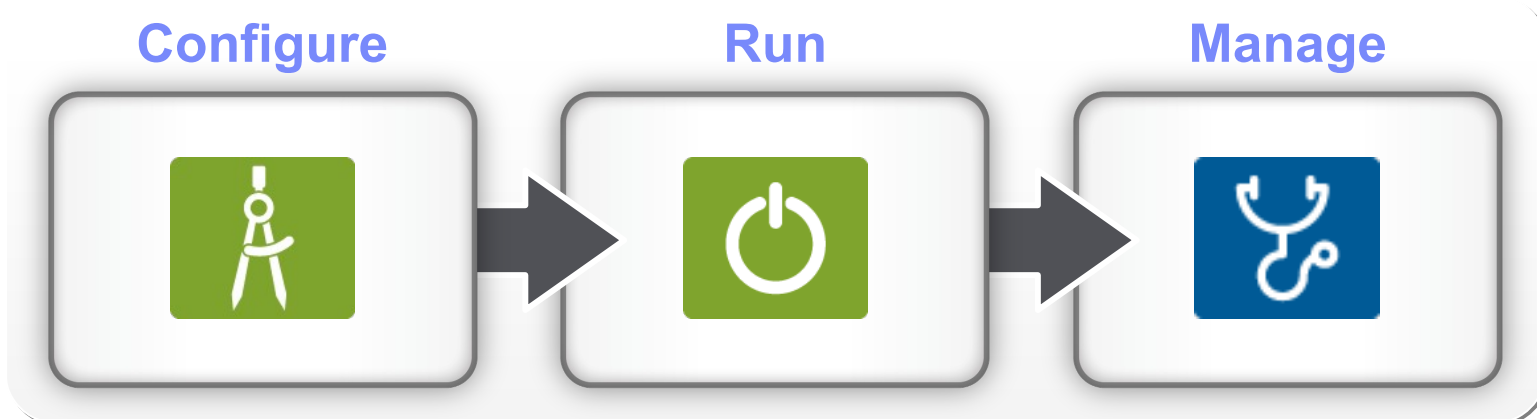
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10 Minute Demo

What



How



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Example Vertical Industry Customers



Healthcare



Finance



Education



Manufacturing



Consumer



High Tech



100 Cast Iron Case Studies available online at :
<http://www.castiron.com/case-studies/index.html>

Integration in Days

Customer	1 st Project	Duration	Subsequent Project(s)
<p>IndigoVision</p>	SFDC – Access Dimensions Sales Order Visibility	10 Days	SFDC – Access Dimensions Order to Invoice
<p>SIEMENS</p>	SFDC – SAP Customer and Sales Order Integration	14 Days	SFDC – SAP Sales Order and Invoice Integration
<p>Xtg</p>	Oracle CRM to Epicor	17 Days	Oracle CRM to Oracle Database
<p>youSee® Kunden - Mittelstand - Totalcare</p>	Oracle, MS SQL 360 Customer View	14 Days	B2B Application Invoice Integration, Inventory Consolidation
<p>PIAB Innovators in Vacuum Technology</p>	Jeeves Order to Shipment	14 Days	Peachtree – Custom ERP Inventory Consolidation



Case Study: Customer Master, Sales Order Visibility

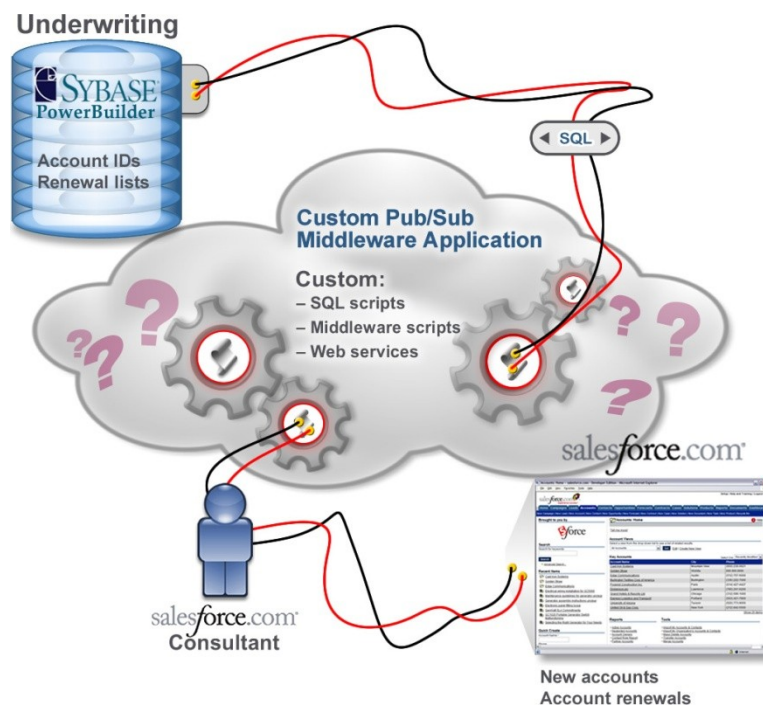
Allianz: Subsidiary of \$120B Insurance Provider

Business Problem

- Integrate legacy underwriting Sybase application with Salesforce:
 - Insurance renewals
 - Opportunities to sales orders
 - Customer data sync
- 20 day deadline
- Limited IT skill sets in emerging XML and Web Services technologies

Competing Technologies

- EAI not considered
- Custom code too complex – failed after months of homegrown pub/sub middleware efforts



Case Study: Customer Master, Sales Order Visibility

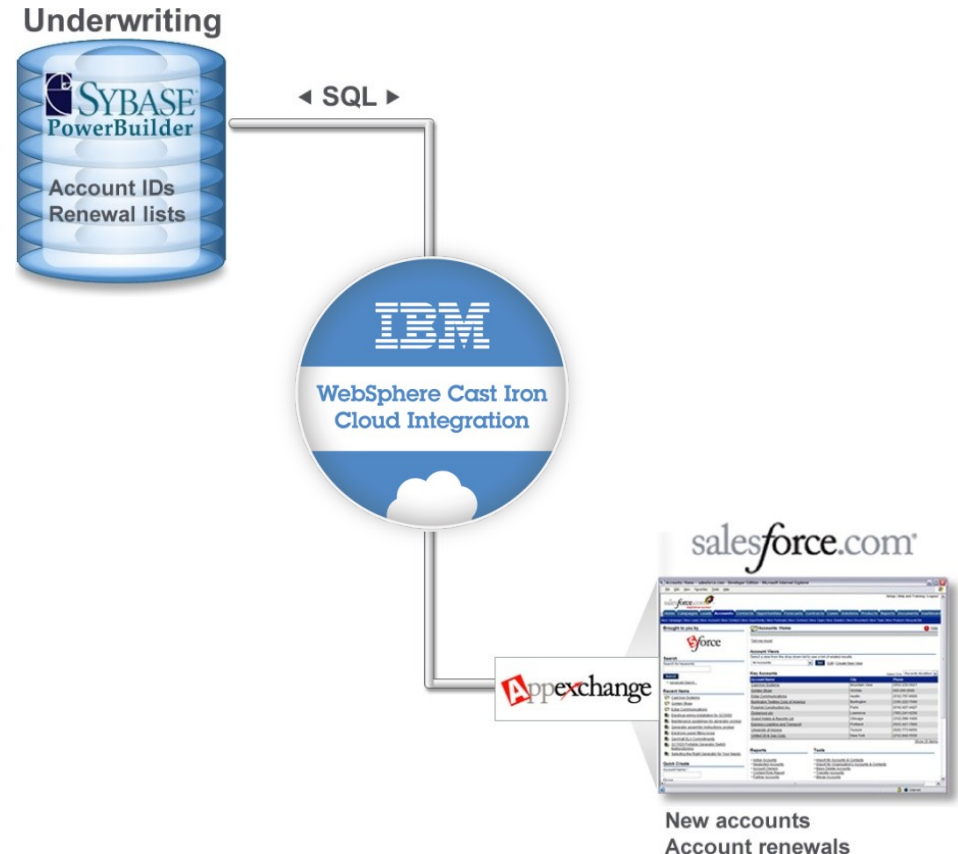
Allianz: Real-time Integration Delivered in 15 Days

Solution

- No-software approach to connect applications in real-time:
 - Legacy underwriting system
 - salesforce.com
- Pre-configured Salesforce templates
- Real-time error notifications

Results

- Project delivered in 15 days
- 100% configuration-based, no coding
- Real-time contract renewal and sales order processes



Database ↔ Salesforce Integration

Company	Systems Connected	Problems Solved	Project Duration (in days)
	SAP & salesforce.com	Sales order visibility	10
	SAP & Oracle DB	Billing & invoices	20
	SAP, RightNow, EDI, Portal	B2B & Partner, customer support	10
	SAP, Sybase, SQL Server	Customer master, order to print	17
	SAP, SFDC, home grown apps	Customer master	24
	SAP & EDI	B2B with partners	19
	SAP instances & Siebel CRM	Purchase orders, B2B, POS	21
	SAP & Salesforce.com	Customer master	19

Case Study: Sales Order and Invoice Visibility

SIEMENS

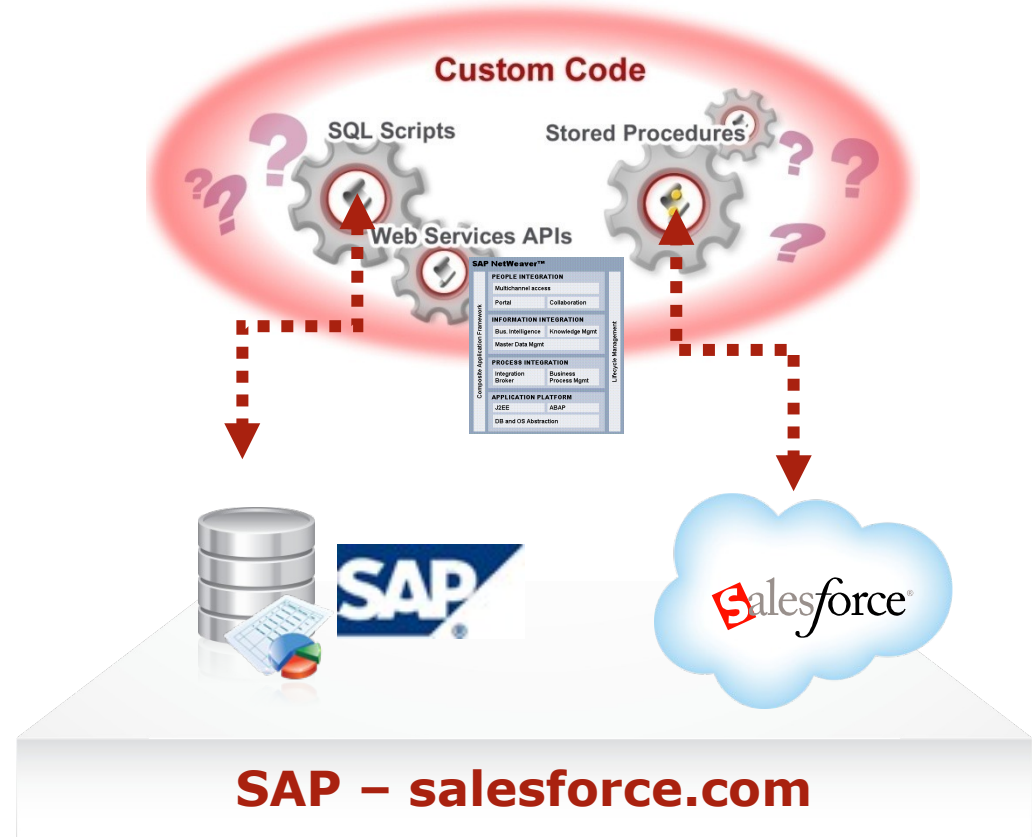
**Siemens Power Transmission and Distribution:
Division of One of The World's Largest Manufacturing Companies**

Business Problems

- SAP is worldwide back-office standard for order mgmt & financials
- 550 seats of Salesforce.com for CRM
- ERP to CRM business processes not harmonized
- Need visibility of orders, shipments and invoices within SFDC

Competing Technologies

- Custom code not scalable
 - “We needed integration without code development”



Case Study: Sales Order and Invoice Visibility

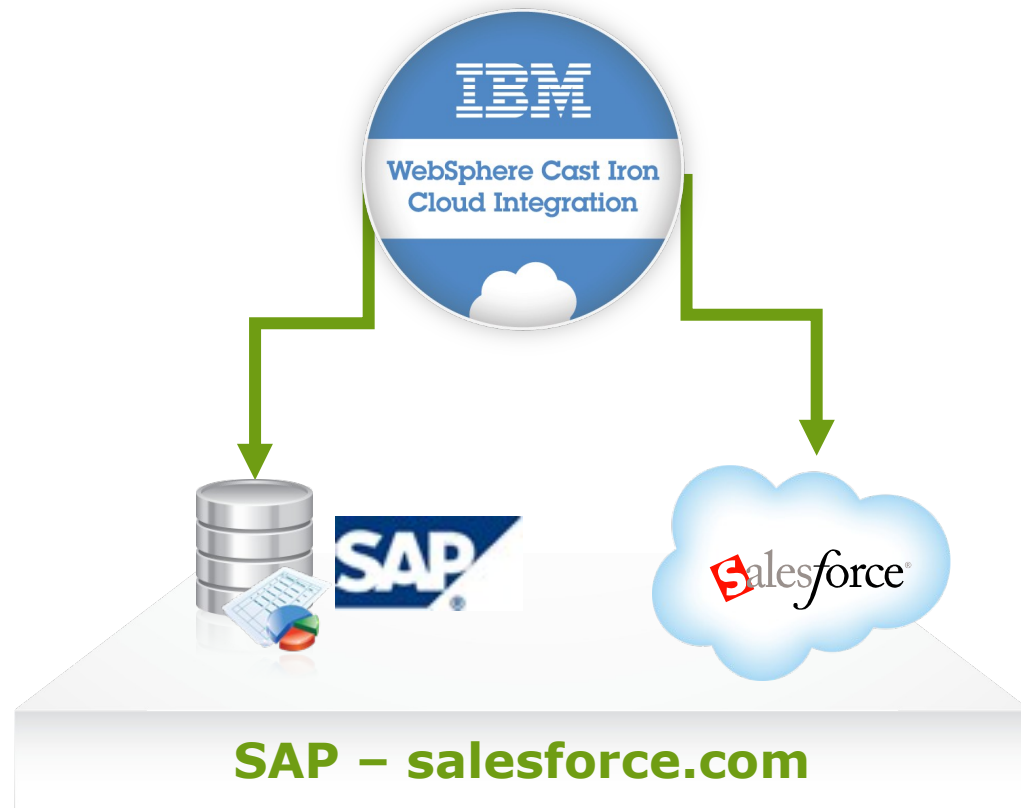
SIEMENS Siemens Integration Completed in 2 Weeks

Solution

- Cast Iron Integration Appliance used real-time, bidirectional integration
- Phased approach to success:
 - Extract invoice, order status from SAP to SFDC
 - Cust. and product master sync
 - Opportunity to order sync (Phase II)

Results

- Phase I completed in two weeks
- Greater visibility in SFDC = more rapid adoption by sales community
- Success led to adoption by other groups – Siemens Communications



Sales Order Visibility

salesforce
 Randy Berger ▾ Help & Training
Sales ▾

Home Leads Accounts Contacts Opportunities Campaigns Cases Solutions Products Dashboards Reports Ideas
Sales Order Items
Groups +

SIEMENS

Sales Order Item
00049652

[Edit Layout](#) | [Printable View](#) | [Help for this Page](#)

Create New...

 Show ChatterNew! Follow

< Back to List: Sales Order Items

Sales Order Item Detail

Refresh From SAP

Customer PO	00049652	Customer Name	BONNEVILLE POWER ADMINISTRATIO
Sales Order	0030078283	Material	CPV2-1212020
		SRNums	00807020

▼ Acknowledgement Sent

Acknowledgement Sent 9/2/2010

▼ Approval Drawings Sent

Approval Drwgs Sent (Planned) 10/19/2010	Approval Drwgs Sent (Actual) 10/1/2010
---	---

▼ Approval Drawings Received

Approval Drwgs Rcv'd (Planned) 10/26/2010	Approval Drwgs Rcv'd (Actual) 10/25/2010
---	--

▼ Engineer Release to Production

Eng Release to Prod (Planned) 11/2/2010	Eng Release to Prod (Actual) 10/26/2010
--	--

▼ Finish Date

Finish Date (Planned) 12/14/2010	Finish Date (Actual)
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▼ Ship Date

Ship Date (Planned) 12/10/2010	Ship Date (Actual)
---------------------------------	--------------------

Refresh From SAP

Report Link

Recycle Bin

Recent Items

- [00049652](#)
- [30079774](#)
- [33735](#)
- [33644](#)
- [32429](#)
- [33035](#)
- [31730](#)
- [33404](#)
- [Opportunity Change Management](#)

Links

- [T&D Public Calendar](#)
- [CMM Literature Library](#)
- [Change Request](#)
- [Customer Complaint](#)
- [Chatter Groups](#)

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