



Industry	Technology	Service	Geography
Software	Microsoft .Net, BizTalk	Integration	North America

The Company

Headquartered in Redmond, USA, this client of Sierra Atlantic is the world's leading software company providing a variety of products and services, including its Windows Operating Systems and Office Software Suite.

Business Challenges

The 'Opportunity Exchange Process' feature in the company's sales application provided the customer and its partners with a single window to create and review their sales opportunities.

However, the partners were required not only to create, update, accept, edit, and close opportunities in the customer's sales application but also in their respective CRM systems. Due to the neglected maintenance and incorrect closure of opportunities in the system the customer faced a problem with the accuracy of its sales pipeline.

The company primarily aimed at enhancing the productivity of its designated Partner Account Manager (PAM) along with that of its partners by eliminating duplication and streamlining all manual efforts.

It chose to partner with Sierra Atlantic to build and deploy a solution owing to our deep understanding of B2B Integration processes and proven track record in building Business Integration Solutions.

Sierra Atlantic's Solution

In order to facilitate opportunity sharing and synchronization between its sales application and its partners CRM systems, the company's business and functional teams conceptualized a custom integration and collaboration solution. This solution was designed, developed, and implemented by Sierra Atlantic's engineering team.

The subsystems, platforms, and technologies used to build the solution include:

- Siebel CRM
- BizTalk Server (BTS) 2006
- BizTalk Accelerator for RosettaNet
- RNIF 2.0
- SQL Server 2005
- Partner CRM Application
- XML Technology
- Microsoft .NET Technology
- Microsoft Windows Advanced Server 2003
- Microsoft Windows 2003, XP
- Internet Explorer 6.0 and above

Business Benefits

The partner solution effectively resolved the duplicate entry problems faced by the customer and provided the company with a better understanding of its partners' pipelines by seamlessly sharing opportunities between Siebel CRM and the partners' CRM systems, without having to re-enter opportunity data.

Once completed, the integration solution will provide the following benefits to both external and internal users of the system:

- Improved productivity of the PAM and company partners for opportunity entry and sharing
- Increased partner satisfaction
- Cost effective deployment and support model for partner on-boarding
- A scalable solution with a high degree of system stability and reliability

About Sierra Atlantic

Sierra Atlantic is a leader in offshoring enterprise applications, helping our customers optimize their investments in enterprise business applications-ERP, CRM, and SCM - from leading vendors such as Agile, Oracle, PeopleSoft, SAP and Siebel. With expertise derived from deep R&D relationships with enterprise software leaders, we offer complete lifecycle e-business application management solutions - development, implementation, integration, upgrade and support using our - NShore™ methodology. We integrate these point solutions into Application Networks® that enable seamless business processes within and outside the enterprise. With over 750 highly satisfied customers since 1993, Sierra Atlantic is headquartered in Silicon Valley with offices in Atlanta, Boston, Chicago, Dallas, New York, Toronto, London, Dubai, Paris, India, Malaysia and Singapore. For more information, please visit www.SierraAtlantic.com