

# Salesforce.com – SAP Integration



**SWIFT AND AGILE**  
response to market demand for  
**CLOUD COMPUTING**

Seamless business integration solution to maximize return on SAP investments

**True customer companies are integrating front-end Salesforce CRM with SAP for a 360° view of customer data to map customer sentiments in their product strategies**

### **Are you a True Customer Company?**

A nexus of forces is redefining the way companies hear from their customers. Mobile connectivity and social channels have revolutionized customer engagement. However, the emergence of new channels has also led to an exponential growth in the volume of customer data. Salesforce.com (SFDC) has partly addressed the data challenge – it has powered a shift from on-premise to Cloud-based CRM. But, what true customer companies need is a comprehensive data integration and Master Data Management (MDM) strategy, where SFDC interacts seamlessly with SAP. The benefits of integration are clear – it helps companies combine relevant data and derive actionable insights, on demand. It is the integration roadmap, choice of technologies and process innovation that differentiate a true customer company from the crowd.

**People matter, results count.**



## SAP-SFDC Integration: Technology and Business Trends

The enterprise application integration landscape is fraught with complexities. No application can work in isolation. Companies must necessarily integrate various front-end and back-end applications to derive maximum benefits and a healthy return on investments. Devising a coherent integration strategy has a direct impact on a company's competitiveness.

Earlier, back-end solutions did not interact with other external or customer applications, and integration involved digging into proprietary APIs for custom integration. With time, integration options have multiplied and have reduced in complexity. The advent of web services and SOA has changed the scenario in terms of time to value, cost and efficiency. Multi-tenant architecture has also speeded up integration, providing greater economies of scale and innovation. The result: productization enabled by newer technologies has resulted in reduced complexity, time and cost of integration. In the next few years, large scale disruptions are expected in the application integration space, driven by Cloud, Mobile, and social media, resulting in changes in integration approach, strategies and middleware consumption patterns. It is therefore crucial for enterprises to be equipped with a suitable SFDC-SAP integration strategy or, simply, partner with the best-of-breed integrators.

## Capgemini Approach and its Benefits

Enterprise business visions, challenges and IT landscape considerations define the basis of Capgemini's SFDC-SAP integration approach. We use a framework and approach to customize a roadmap to address key client concerns such as cost and efficiency, process harmonization, integration technologies, data accuracy and quality. Based on these parameters, the approach is positioned on four dials:

- 1. Enterprise Considerations:** The Enterprise Considerations dial considers enterprise level factors relating to data, location and security, such as data residency regulations, security and compliance considerations and organizational MDM systems. While data needs can be operational in nature, there are some aspects that require careful consideration as they are more strategic in nature. Some of these are related to data residency/location, security and encryption, MDM systems and governor limits imposed by Salesforce, SAP and various middleware solutions. Each one of these impacts integration in a unique way and therefore deserves careful scrutiny.
- 2. Integration Layers:** The Integration Layers dial looks at integration from an enabling technology perspective, while providing varied integration options across presentation, application and data layers, and corresponding technologies. This dial also helps stakeholders garner visibility on the appropriate layer at which the integration may take place, to maximize positive impact on the speed, cost and the overall performance of the integration.
- 3. Integration Modes:** The Integration Modes dial concerns a variety of possible data use-cases, depending on the appropriate integration layer and corresponding technologies. These include synchronous, asynchronous, batch, data sharing and screen scraping. Integration modes can also be mapped across the various integration layers discussed above.

4. **Integration Techniques:** The Integration Techniques dial defines the broad techniques available for integration such as:

- **Custom integration:** ABAP Workbench, SAP NetWeaver Composite Environment and the SAP NetWeaver Developer Studio, Apex etc.
- **Integration using a middleware:** The Force.com platform works with all major middleware solutions with more than 80 certified solutions available through AppExchange
- **Productized integration:** Using native connectors: Force.com native connector

The integration approach starts with assessing the customer's business challenge and the broad alignment of the business and IT imperatives including application landscape and IT architecture. Since these are enterprise level considerations, we will bring in the Enterprise Considerations and Modes dials to address this. Depending upon the nature of the data, relevant integration modes (Real-time, Batch) can be ascertained for the customer. Once that is done, the standard process of defining data, tasks and timing can be completed. Next in line are the assessment of client's data needs and the mechanism of data movement. This leads to the strategic choice among three integration layers: presentation layer, application layer and data layer. As a final step, various combinations of the identified dials are used to address the critical question of buy vs. build, and the integration solution is finalized.

The integration roadmap factors in a client's preferences, pain points and constraints right at the beginning to recommend the integration approach. The recommendations are future proof and in line with market trends and the client's business forecasts. Capgemini further substantiates the engagement with Capgemini Cloud accelerators like Capgemini Cloud Assessment and an Integration Playbook that accelerates time-to-market. The end result is an alignment of business process to customer needs, making true customer companies of our clients.

## Why Capgemini

Capgemini is one of Salesforce's top five global system integration partners. With nearly 300 certified professionals and over 520 certifications spanning across a spectrum of offerings, it is also one of the largest partners globally. All of its SAP-SFDC engagements benefit from the CapGEM methodology, which helps clients drive adoption via early business testing, and rapid, iterative rollouts. The breadth of expertise and recognition also highlight Capgemini's positioning in the SAP integration arena. With over 13,000 experts, it is one of the largest SAP system integrators blending industry knowledge, technology and the business experience of its seasoned professionals, to deliver services that consistently exceed client expectations and deliver measurable results.

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## About Capgemini

With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at

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

## About Salesforce.com

Salesforce.com is the world's largest provider of customer relationship management (CRM) software. For more information about salesforce.com (NYSE: CRM), visit: [www.salesforce.com](http://www.salesforce.com).

## About SAP

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 251,000 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit [www.sap.com](http://www.sap.com).