

## ■ CriticalRiver's Salesforce Community Cloud Solution Improves Management of Backlog Orders at a High-Tech Manufacturer

A high-tech manufacturer was managing backlog orders using a ColdFusion-based custom application that provided read-only functionality and was plagued with slow response, maintenance, load balancing and database issues. The company needed a Cloud-based solution that would improve the customers' experience and reduce maintenance costs.

### Solution

After a thorough evaluation of the requirements and available solution alternatives, CriticalRiver recommended automating the backlog order process using Salesforce Community cloud. Key goals for the project were to eliminate manual processes, maximize ROI and implement the solution concurrently with an EBS R12.

As part of the project, CriticalRiver:

- Implemented Salesforce Community cloud, providing customers and partners with order visibility and change-order capabilities
- Developed an innovative real-time integration solution using OData and Informatica Cloud to seamlessly integrate data with Oracle EBS
- Built over 40 validations to ensure processing accuracy
- Conducted performance testing to verify acceptable system performance at usage extremes
- Worked directly with Salesforce to review and verify system architecture
- Prepared end-user documentation, delivered training, and provided two months post-implementation support

### Benefits/Results

- Eliminated manual processes from backlog order processing
- Significantly improved the customers' experience, enabling customers to get answers and resolve issues directly online
- Reduced calls into the customer support center
- Virtually eliminated mistakes associated with manual change orders
- Provided greater flexibility for customers to make last-minute changes to orders

Customer is the leader in advanced embedded solutions for the world's most innovative automotive, industrial, smart home appliances, consumer electronics and medical products. The company's microcontrollers, wireless and USB-based connectivity solutions, analog ICs, and reliable, high-performance memories help engineers design differentiated products and get them to market first.

**High-tech Manufacturing Company**

Industry: **High Technology**

### Solution Components:

- Salesforce Communities
- Salesforce Lightning Connect (OData)
- Informatica Cloud

### Customer Feedback:

**"I highly recommend working with CriticalRiver on problems that don't fall within one application set because of their breadth and depth of knowledge and ability to bring a combination of solutions to the table."**

