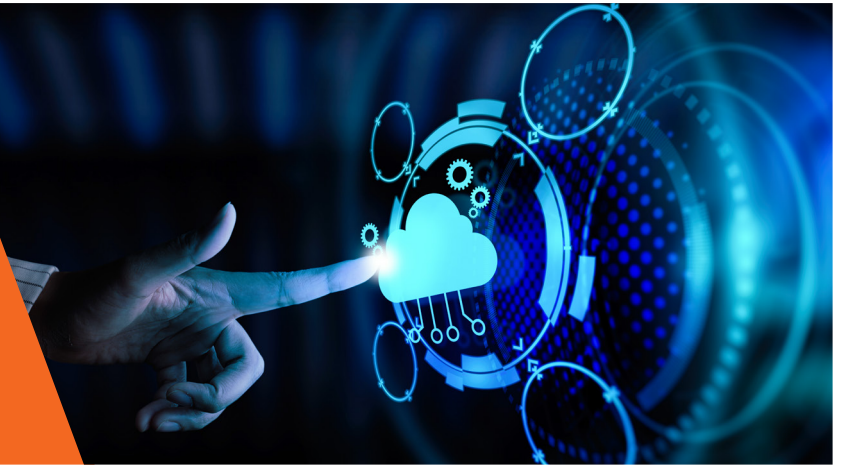


# CriticalRiver Streamlines Business Operations for a Leading Edge Cloud Provider with Workato Integration



## The Customer

A leading cloud computing services provider operating an edge cloud platform that delivers performance, security, and scalability to developers and digital businesses. To support its growing transaction volumes, the company needed an integrated solution to connect its core business applications and eliminate the inefficiencies of disconnected systems.

## The Challenge

As the company scaled, several operational gaps emerged across its core systems:

- Disparate systems creating data silos across Salesforce, NetSuite, and LogiSense
- Manual data management across applications, increasing errors
- Operational delays affecting customer management, billing, and reporting
- Inconsistent data flow slowing financial and revenue operations

## The Solution

The company partnered with CriticalRiver to build a seamless integration solution using the Workato Integration Platform. The solution:

- Automated product configuration workflows across LogiSense and NetSuite
- Enabled automated customer account creation across systems
- Integrated quote-to-order processing between Salesforce, LogiSense, and NetSuite
- Automated billing and revenue synchronization for monthly, one-time, usage, and cancellation events
- Enabled real-time, bi-directional data flow across the application stack

## The Results

- Reduced manual workload through end-to-end automation
- Strengthened data accuracy across Salesforce, LogiSense, and NetSuite
- Accelerated order processing and customer provisioning
- Automated billing workflows across subscriptions, usage, and cancellations
- Built a scalable integration foundation to support growth

## Impact Delivered

- Real-time bi-directional sync across Salesforce, NetSuite, and LogiSense
- Automated quote-to-order workflows
- Accurate billing and revenue recognition

## Solution Components

Workato Integration Platform, Salesforce CRM, NetSuite ERP, LogiSense Billing, Bi-Directional API Integrations

## The Conclusion

Through CriticalRiver's Workato-led integration, this leading edge cloud provider automated its product setup, account creation, and order processing workflows across Salesforce, LogiSense, and NetSuite. Real-time synchronization and automated billing have eliminated manual inefficiencies, sharpened data accuracy, and given the company a scalable foundation to manage growing transaction volumes with confidence.