



## CASE STUDY

## SBC Integrates CRM with Disparate Internal Systems

### Adeptia Integration Server Accelerates Data Integration by Eliminating Need for Custom Coding

SBC is one of the world's leading data, voice and Internet services providers. Through its world-class network and its subsidiaries' trusted brands - SBC provides a full range of voice, data, networking and e-business services, as well as directory advertising and publishing. A Fortune 27 company, America's leading provider of high-speed DSL Internet Access services and one of the nation's leading Internet Service Providers, SBC currently serves nearly 60 million access lines nationwide. Internationally, they have telecommunications investments in 28 countries.

Because each subsidiary was acquired, not only did each organization have its own proprietary systems but there were also redundant applications throughout this company. As a result, a number of systems held important customer information that was used by the sales force in order to identify new revenue opportunities across business units. In order to generate a 360° view of its customer base, SBC decided to implement a CRM package to assist its large sales force in targeting business accounts more effectively.

#### The Business Challenge

SBC implemented an enterprise-wide CRM solution as a multi-year, multi-phase project, which was deployed in one business unit at a time. Deployment in each subsidiary required data to be loaded in a variety of formats, ranging from legacy systems to Excel files. While some of these data loads were single load, other loads are recurring based on a schedule (batch mode) or required as real-time data feeds. To feed data into the CRM solution, SBC was custom-coding interfaces into each of these systems as well as custom-coding the transformation from one format to another. The business challenge was that they were in danger of being over budget and unable to meet the targeted time frame for implementation. The custom coding effort was taking too long and was extremely difficult to manage in the long-term. SBC needed to find a cost-effective, faster and more manageable solution to keep the Siebel implementation on schedule and more quickly realize their return on investment.



***SBC realized that it was investing lot of time and effort in building custom coded bridges. This was delaying the timelines and this approach could not scale.***



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### The Solution

Adeptia Integration Server is utilized within the organization to significantly reduce the amount of custom code needed to implement data loads that feed into its Siebel CRM solution. Adeptia Integration Server directly retrieves data from legacy applications, databases and other systems apply complex business logic and mapping rules to this data and load this data into the CRM interface tables. As a final step, Adeptia Integration Server automatically triggers CRM application's programs to load this data into the base tables.

### The Results

Adeptia Integration Server enabled SBC to remain on schedule with its CRM implementation by saving the project team approximately 75% in time and money to solve their integration problems. Development time was reduced by roughly ten work weeks and there were additional value-added services, such as logging/tracking/monitoring and error-handling/notification, which Adeptia Integration Server provided out of the box. SBC improved the process for loading data into the CRM application and interfacing with a number of disparate systems.

The overall business objective of allowing SBC sales force to gain access to important information about its customers by consolidating information through Adeptia Integration Server will enable them to generate more revenue from new and existing clients while saving money on implementation costs.

### About Adeptia

Adeptia provides enterprise software that easily and quickly automates business processes across supply chains using industry-specific standards. Adeptia's Business Process Management (BPM) and Integration software lets customers integrate disparate information sources, software applications, and business users within an enterprise and across customers, vendors, and business partners. Adeptia's technology lets customers drive efficiencies by designing, automating, and improving workflows.

For more information on Adeptia and its Integration Server solution, contact sales at 312.229.1727 or email [sales@adeptia.com](mailto:sales@adeptia.com)

***Data connectivity solutions were quickly implemented using Adeptia Integration Server and deployed in production within weeks.***

***SBC built a more reusable and scalable integration solution; it met the time-to-market goals, and saved a critical project.***

**Any Application  
Any Data  
Any Location**