

Salesforce Streamlines Worldwide Collaboration at Analog Devices



“Salesforce.com is invested in our success. It wants to understand our business objectives so it can apply the best resources and solutions to our needs. This commitment has had a huge impact on the success of our CRM initiative.”

— Cheryl O'Connor
Worldwide CRM strategy manager, Analog Devices

Industry

High-tech hardware

Geographies

Worldwide

Challenges

- ❑ Enable sales teams to reduce administrative work and spend more time with customers
- ❑ Improve productivity and streamline collaboration among global sales and marketing teams across 40+ product lines
- ❑ Increase productivity by integrating CRM solution with existing enterprise system

Solution

With help from **salesforce.com Professional Services**, Analog Devices implemented an on-demand **Salesforce** CRM system that now streamlines communication among sales and marketing professionals worldwide and integrates SAP. The Professional Services team made possible a three-month deployment cycle to 700 users; Analog subsequently grew the user base to 800.

Results

- ❑ Strong user adoption is driving better worldwide collaboration
- ❑ Integration with SAP increases visibility into the sales pipeline
- ❑ Sales reps have more time to focus on selling, rather than getting bogged down in administrative work
- ❑ Multilanguage and multicurrency support simplifies the activities of a global organization

On-Demand CRM Platform Grows to Serve 800 Sales and Marketing Professionals

With more than 40 product lines, a mature set of enterprise information systems, and a highly trained sales team operating on five continents, Analog Devices needed a CRM system that could easily be meshed with its existing business strategy—and be quickly embraced by a broad base of users. As a leading manufacturer of integrated circuits for analog- and digital-signal-processing applications, the Norwood, Massachusetts-based company lives and breathes technology. Thus it's no surprise that corporate officers have high expectations for the software they choose to deploy.

When it came to CRM software, no vendor could match the power and efficiency of the on-demand solution from **salesforce.com**.

Since implementing **Salesforce SFA**, Analog Devices has witnessed continuously improving efficiencies across its product lines and geographies. The global deployment, completed in just 90 days, incorporates customer and product data from SAP R/3 applications into the **Salesforce** environment to provide crucial information pertaining to each opportunity, such as direct access to the company's 30,000-item catalog.

Salesforce.com Provides Winning Solution

Like thousands of other companies before it, Analog Devices was captivated by **salesforce.com's** on-demand delivery model, which minimizes up-front costs and simplifies implementation chores by delivering enterprise-caliber CRM software as a low-impact Web service. Customers can deploy the complete suite of **Salesforce** capabilities quickly and easily, and they can add extra software capabilities directly to the **Salesforce** environment via the AppExchange platform.

After a detailed evaluation, Analog determined that **Salesforce** was the easiest CRM software to customize and offered the best user experience in the industry. **Salesforce.com** outperformed competing CRM vendors in a “day-in-the-life” CRM scenario, which included salespeople, field applications engineers, sales managers, and product line marketing. According to Cheryl O'Connor, worldwide CRM strategy manager at Analog Devices, Analog found it easy to customize **Salesforce** to match existing roles, processes, and workflow requirements.

Since then, these capabilities have driven user adoption and facilitated employee collaboration worldwide. “With global functionality and offline access to our product catalog, **Salesforce** is a terrific choice for CRM success, delivering increased visibility into our sales pipeline and enabling us to better understand our business,” says O'Connor.

Focused Expertise Accelerates Implementation Cycle

One of Analog Devices' key requirements was to roll out the **Salesforce** solution to its global sales force quickly and effectively. To prevent any missteps, the company decided to enlist the Professional Services team from **salesforce.com**.

“**Salesforce.com** demonstrated itself as a trusted partner committed to our success during the sales cycle, so it was obvious to us that we should continue that relationship through the implementation,” says Richard Feist, Analog Devices' IT manager for field sales applications.

Salesforce.com Professional Services offers a proven methodology—refined over the course of more than 3,000 customer implementations—that spans discovery and planning, project management, data migration, integration expertise, and solution deployment. Because every implementation is unique, the methodology and approach are tailored to each individual client.

To kick off the project and solidify the requirements, salesforce.com spearheaded a two-day business process review. During this meeting, project stakeholders laid out their vision for the new CRM solution and then agreed on key business processes and deliverables. “We were very impressed with what was accomplished during the business process review,” says O’Connor. “The salesforce.com consultant really kept us on track and helped us achieve an aligned strategy at least three months earlier than if we had done it ourselves.”

Direct Integration with SAP

Thanks to the careful planning and business outcome focus of salesforce.com Professional Services, Analog Devices deployed a customized, tailored solution to 700 users worldwide in just three months—Analog subsequently has grown the user base to 800. Part of the challenge involved integrating account and product master data from Analog Devices’ SAP system, which serves as the master source of customer and product data for the company. Analog Devices wanted to make this data available in Salesforce to simplify the process of creating and tracking new sales opportunities while eliminating duplicate data entry.

The Salesforce integration capabilities were critically important during this phase of the project. Working with salesforce.com’s seasoned consultants, Analog Devices successfully integrated Salesforce with its existing SAP system.

To implement this software infrastructure, Analog Devices worked with five technologies: Salesforce, the AppExchange Web services API to Salesforce, WebMethods for EAI, SAP, and the Tivoli Maestro package for job scheduling. (Analog selected the WebMethods product because it was already used internally for other integration projects.)

The result was a best-of-breed CRM solution that delivers valuable account and product data to a worldwide sales team. Thanks to the industry-standard Web services interface of AppExchange, Analog Devices was able to use its existing integration platform and skill sets to quickly complete the project. “The implementation was definitely a success,” says Feist. “With the help of salesforce.com’s implementation expertise and business outcome focus, we shortened our time to market for the solution by three months.”

Global Rollout, Local Support

Salesforce.com’s expertise in global on-demand deployment was essential to rolling out the software in Taiwan, Japan, China, and other parts of Asia, as well as in North and South America, the Middle East, and Europe. Today these users can independently select from 11 available languages.

To provide optimal support to these users, Analog Devices signed up for salesforce.com Premier Support, which includes a priority phone queue, 24/7 live phone support, and weekly phone calls. This service features an assigned salesforce.com customer service representative (CSR) who is well versed in Analog Devices’ specific implementation. “We were impressed when we saw the CSR taking the time to really understand our business objectives so that all of our discussions and requests had context,” notes O’Connor.

Today this assigned CSR helps Analog Devices discover innovative solutions to any issues and communicates tips, tricks, and best practices, which increases end user productivity by hundreds of hours per year. The CSR takes part in weekly status calls with the Analog Devices team and conducts “health checks” to review Analog’s overall business processes, evaluate how Salesforce is being used, and make recommendations and adjustments as necessary. “The CSR knows more about the product than we’ll ever know, so we receive actionable solutions faster,” explains Feist. “The CSR completes our CRM team.”

For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

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