



## Swift and efficient Salesforce integration via the SEEBURGER Cloud

The HOERBIGER brand stands for performance-driven components of compressors, industrial motors and turbines, automotive transmissions and for a wide range of uses in mechanical and plant engineering. With over 130 production sites, service and sales branches and annual sales of more than EUR 1 billion, the Group does business all over the world. Following a business analysis at HOERBIGER the decision to implement a global CRM project was made. HOERBIGER opted for the Salesforce cloud solution software. Its sales force was to have up-to-date customer and competitive information at its disposal to provide sales support and information for cross-project and cross-departmental collaboration. In addition, all relevant reports were required in a consolidated form.

As its integration specialist HOERBIGER chose its tried and trusted partner SEEBURGER. In the EDI sector HOERBIGER has long relied on SEEBURGER's competences and conducts its entire customer and supplier connections via B2B/EDI and WebEDI in the SEEBURGER Cloud.

Compared with other integration providers, HOERBIGER found SEEBURGER's comprehensive EAI, B2B/EDI and MFT portfolio for, inter alia, the full range of Web service coverage that is required for Salesforce and other systems to be the deciding factor. The SEEBURGER Cloud platform's flexibility enables any number of systems to be connected swiftly and efficiently using the technologies required for Salesforce, such as Salesforce SOAP and Bulk API, and for SAP, such as SAP-tRFC with IDoc.

The complex HOERBIGER integration scenario includes customer master data, offer and order processes from different SAP versions, and Salesforce access to individual HOERBIGER systems (ESM). The provision of KPI reports from SAP BW was also realized.

*»The successful project was characterized from the start by constructive collaboration on the part of all the teams involved. The technical support and flexibility that SEEBURGER provided clinched matters for us. In spite of a project realignment at short notice (a new pilot region with a different SAP version) the integration project was implemented successfully by SEEBURGER on time and in budget,«* says Maria Vrana.



*Maria Vrana and Michael Szaffich, Corporate IT, HOERBIGER Group*