



Tat Chuan Acoustic Centralized Sales Data in Salesforce

Quick Facts

Company:

- Name: Tat Chuan Acoustic
- Location: Singapore
- Industry: Consumer Goods
- Products: Sonos & Klipsch Brands
- Operations: SG, MY, HK, CN, PH, ID, TH
- Number of Employees: 50

Challenges and Opportunities:

- Preparing Sales Analytics is a chore
- Data of involved applications are not in integrity. Data is being pulled from sources and pre-processed for analytics activities.
- These manual activities could be automated

Solution:

To centralize sales data in Salesforce by integrating relevant data source systems

Benefits:

- Convenient ah-hoc sales analytics without manual sync operations and validations beforehand
- Eliminating human errors
- In sync daily rather than weekly

Intentsys Services:

- Translated business requirements into Integration Scenarios on MuleSoft Platform
- Synchronized Master data and Transactional data between Salesforce and a homegrown Promoter Management System
- Built, tested and assisted in go-live

Implementation Highlights:

- Customer provided Business and Technical Knowledge in one Go-to person
- Project went live after 3 months
- Assumed ROI <12 months

Why MuleSoft & Intentsys:

- Opted for MuleSoft after failed attempt to integrate Salesforce with Netsuite.
- MuleSoft Product is a Leader in 3 Gartner Quadrants
- MuleSoft operates in Singapore and introduced Intentsys

Tat Chuan Acoustic (TCA) is a leading player in the audio distribution industry in Singapore with a fast-expanding presence in Southeast Asia. The company has been in existence since 1966.

The new management team is made up of a group of young professionals whose goal is to take TCA out of the traditional audio industry, break into new grounds and creatively position the company on the cutting edge.

In the Cloud

TCA leverages Salesforce to serve their customers. To set up for company growth and to run lean backend operations, the CEO opted to switch to Netsuite (ERP) cloud, shares Benedict Yeo, the IT Systems Manager. The team knew that these systems needed to integrate their processes and worked with a Systems implementer to bring in the subject matter expertise. After a long project time, numbers still didn't tally between systems and eventually MuleSoft was selected to get the job done within 3 months.

Challenge with Sales Analytics

Meanwhile, Benedict was asked to help develop a Promoter Management System on a Custom Platform. While successfully operating, the custom system was not in sync with Salesforce. The impact was, data had to be collected from both sources in order to analyze sales activities.

Thus, Benedict spent hours a week to keep systems in integrity via down- and uploads and complex validations. Due to the effort at hand, it was agreed to sync systems only in a weekly fashion.

Solution - Centralize Sales Data in Salesforce

Yassy Chan, the Business Manager, shared that she needed a speedy ad-hoc report of consolidated sales activities. Eventually the team chose to centralize sales data by integrating processes once more using the MuleSoft platform. Intentsys listened to the team's requirements, which were clear and well articulated from the start.

Go-Live in time and on budget

After the initial phase, which solved a Salesforce/Netsuite discount issue, Intentsys built a number of Master data and Transactional Data process flows between Salesforce and the Promoter Mgmt system. All test systems were in the public cloud, so Intentsys only visited TCA for testing and clarification purposes.

After 2 months of building and testing and another month of Data Migration and Custom System upgrade, the solution went live and is now with Intentsys support.

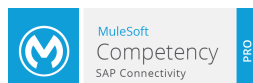
Manage Ops by Exception

Benedict was relieved when the project went live smoothly. He mentioned that multiple tests prior to go-live helped to prevent any surprises. Now, he receives daily update emails by the solution to help him taking action by exception only. No news is good news.

About Intentsys:

Intentsys, short for Integrated Enterprise Systems, is passionate about bridging the space that connects Enterprise Systems, Components, Devices, Things, Machines and People. Intentsys strongly believes in the dawn of the Digital Enterprise. Eventually, companies of all sizes and industries will have to become Software-Driven Businesses to run successfully.

Intentsys Competencies:



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Building Bridges in Software



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