

By Fresenius Kabi, Salesforce was implemented as the central CRM system with a connection to SAP as the leading ERP system. This solution made it possible for the user to control and to synchronize all the other systems with Salesforce.

The Facts

- Salesforce as a central CRM system
- Integration of SAP as a leading ERP system
- Data exchange / synchronization of Acxiom
- Bidirectional integration with Lotus Notes Server
- Integration of MicroStrategy as a BI tool for reporting

The Solution

- Salesforce Sales Cloud and Service Cloud
- Force.com
- Visualforce
- Adobe Flex / Flash
- Back End Integration

The Challenge

- Salesforce as a central CRM system with integration of the entire organization
- Regulation and synchronization of all other systems in Salesforce
- Representation of complex customer relations through Visualizer



“Thanks to the excellent **expertise** we could **successfully** adapt our needs to Salesforce in a short time and integrate our **complex** system landscape.”

Juan Villar,
Head of Controlling/IT
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