

Compellent and Dell combine their channel registration programs using Boomi AtomSphere and shorten integration time by up to 50 percent



• Cloud application integration

Companies that depend on channel partners for a portion of their sales do all that they can to support those partners. That includes maintaining a deal registration program to secure pricing and ensure exclusive sales support to help negotiate sales. Without providing that assistance to partners, a company could find itself offering different sales terms through different partners to the same customer.

Dell understands the need for partner support very well, and saw a challenge ahead when it acquired Compellent, a leading storage technology provider. At the time of the acquisition, the companies had separate registration programs: the Dell system was based on the Salesforce customer relationship management (CRM) application while the Compellent system was based on different software. If Dell kept the two different deal registration systems

running in parallel, there would not be a "single version of the truth." The company would have no way to properly manage all the registration requests and ensure fairness to the channel.

"We needed to ensure that we could funnel all deal registration requests through a single platform as quickly as possible without disrupting all the downstream departments, tools, and functionality that existed for both organizations," says Sean Phelan, executive director for mergers and acquisition sales integration at Dell. "In particular, it was critical to keep data flowing to provide the real-time, on-demand business intelligence and 24/7 online quoting that Compellent offers to its channel partners."

Creating a custom integration from the ground up using traditional integration software would have been

"The IT team was able to integrate the two different sales systems in only half the time it could have taken using traditional methods. The custom work involved in this project required highly flexible technology."

*Shawna Blake,
IT Salesforce.com Project Manager
for Mergers and Acquisitions, Dell*

Customer profile

Industry:	Technology
Country:	United States
Employees:	115,000+
Website:	www.dell.com/compellent

Business need

When Dell acquired Compellent, a leading storage technology provider, the companies had to quickly combine two separate sales pipeline and channel partner deal registration programs into one system. The normal integration process could have taken months.

Solution

The Dell IT group used the [Dell™ Boomi AtomSphere®](#) platform to unify the sales registration programs, enabling Dell and Compellent to synchronize sales registration for channel partners and share information across business units.

Benefits

- Shortened integration time-to-value by up to 50 percent
- Lowered solution total cost of ownership (TCO) by up to 25 percent
- Strengthened data security
- Helped enable Dell to economically integrate other acquisitions in the future

Technology at work

Software

Dell™ Boomi AtomSphere®

Salesforce CRM

too expensive and taken too much time. "It would have required hundreds of person-hours," says Shawna Blake, IT Salesforce.com project manager for mergers and acquisitions at Dell. "Whether we outsourced the work or increased our own integration team workload, it would have been costly."

Meeting the integration challenge with Dell Boomi AtomSphere

The ideal solution to this challenge was provided by Dell Boomi, another company recently acquired by Dell. Dell™ Boomi AtomSphere® is an application integration platform that simplifies integration between the Salesforce.com CRM and other popular applications. While traditional integration requires connecting applications through time-consuming software coding, AtomSphere provides connectors that require no coding and are ready to configure.

The element that makes integration possible is the Dell Boomi Atom®, a lightweight, dynamic runtime engine that includes all of the components required to execute an integration process. The self-contained Dell Boomi Atoms can be deployed "in the cloud" for software-as-a-service (SaaS)-to-SaaS integration or behind a company's firewall for SaaS-to-on-premises application integration.

Accelerating time to value by up to 50 percent

The Dell IT group rapidly deployed a Salesforce CRM instance for the Compellent sales team. They then integrated that instance with the Dell instance and with existing Dell and Compellent tools, such as reporting and online quoting. "The IT team was able to integrate the two different sales systems in only half the time it could have taken using traditional methods. The custom work involved in this project required highly flexible technology," says Blake. "The process was quick and easy with Dell Boomi AtomSphere."

The rapid deployment quickly paid dividends. "On the sales side, the speed of the integration project helped us to not only meet but exceed an aggressive 90-day sales target that we had for this acquisition," says Jerod Lindblom, IT business applications manager and IT integration lead at Dell Compellent. "We couldn't have met that target without the integration enabled by the Dell Boomi technology."

Strengthening customer and channel relationships

By capitalizing on automation capabilities in Salesforce CRM and aligning their sales efforts, Dell and Compellent have increased the efficiency of their sales teams. "The improved automation frees up more time for our team members to focus on customer needs and driving data center solutions," says Lindblom.

Dell and Compellent channel partners and customers also benefit from the integration project. "The integration with downstream tools means even better, faster service for our channel partners," says Lindblom. "And the

system automatically refreshes every five minutes, so salespeople can see changes in account information in near-real time."

Reducing TCO by up to 25 percent

The IT team estimates that using Boomi instead of traditional software coding has reduced total cost of ownership (TCO) of the integration solution by at least 25 percent. Using pre-built Boomi connections reduces the need to custom-build connections from scratch, and integration maintenance costs can be reduced because there is no hardware to maintain and minimal IT staff resources are required for ongoing management. Training costs were low due to the Boomi software's simplicity and ease of use.

Strengthening data security

The Dell IT team also appreciates the data security provided by Dell Boomi AtomSphere. With AtomSphere, data never passes through the Boomi platform. It passes only through the Atom runtime engine located in the cloud or in the customer's own infrastructure, so Dell can select where the data flows.

Enabling a unified workforce

The Dell team sees AtomSphere as a key tool for helping to streamline the integration of any future corporate acquisitions. "Our experience with this acquisition has shown that Boomi AtomSphere can help us to painlessly bring new organizations on board and foster the development of a unified workforce," says Phelan. "This was one of the fastest integrations of an acquisition at Dell, and there is no question that we will continue to use the Dell Boomi technology in the future."



View all Dell case studies at: dell.com/casestudies

