



EagleView Soars with Cloud and On-premises System Integration

Synchronizes systems for a single source of truth, automation, savings, visibility

“TIBCO Cloud Integration lets us store data mappings to transform essential data. If we didn’t have that, we couldn’t integrate at all. TIBCO maximizes the potential of other systems, allowing them to operate much more efficiently and effectively using high volume API integration. Also, its error handling exposes data issues—like a missing field—and lets you fix them.”

—Bruce Harris, Director of Business Applications

CHALLENGE

“We have classic, low-volume, high-dollar government sales transactions that are entered into our CRM system and needed to be integrated with our ERP. And we have extremely high-volume, lower-dollar commercial sales transactions that needed to flow from a custom order management system into the CRM, then ultimately to the ERP,” explains Bruce Harris, director of business applications. “We needed to transform data structures from the order management system into Salesforce, and from Salesforce into NetSuite. We had batch processing, which was not near real time. We had both custom and commercial point solutions, and many were on-premises.

“If we couldn’t update the technology—the multiple point solutions, dual data entry, and manual syncing of systems that were causing questions about which system was the source of truth—we would’ve had increased technology and personnel cost, continued errors, lost opportunity cost, and potential loss of revenue due to inability to process transactions correctly and efficiently.

SOLUTION

“We wanted one global, scalable enterprise-level, cloud-based platform that was cost effective. And we wanted to work with a company that had a long history of integration. Coming from the consulting world, I had worked with TIBCO and witnessed the enterprise-level capabilities of its integration solutions. We went with TIBCO Cloud™ Integration.

DETAIL

100%

Sales attributed to marketing campaigns

EAGLEVIEW TECHNOLOGIES

EagleView is a leading provider of aerial imagery, data analytics, property data, and GIS solutions for local and federal government agencies as well as the construction, energy, infrastructure, insurance, and solar industries.

FAST FACTS

Images: 350 million
Image storage: 3,750 TB
Patents: 130
Employees: 526
Headquarters: Bothell, WA
Founded: 2008

“Integrating custom and off-the-shelf cloud and on-prem systems requires working with disparate data models that have to be transformed. Some point solutions don’t do transformation; They just copy data from A to B. Some, for example NetSuite, don’t allow you to access all the data, for example the ID. TIBCO Cloud Integration lets us store data mappings to transform essential data. If we didn’t have that, we couldn’t integrate at all. TIBCO maximizes the potential of other systems, allowing them to operate much more efficiently and effectively using high volume API integration. Also, its error handling exposes data issues—like a missing field—and lets you fix them.

BENEFITS

SYNCHRONIZED DATA AND A SINGLE SOURCE OF TRUTH

“Near real-time integration makes Salesforce a system of record, our single source of truth. We’re processing tens of thousands of customers and contacts in NetSuite, getting that information from Salesforce automatically. Contacts are kept in sync. I don’t know of another solution that would’ve transformed the data and integrated this volume of transactions into NetSuite.

ADVANCED CAPABILITIES, AUTOMATION, TIME AND COST SAVINGS

“Sales is definitely benefitting from TIBCO Cloud Integration. Opportunities and invoices are automatically created and processes are automated to allow moving from descriptive, backward-looking analytics to prescriptive analytics focused on revenue-producing activities.

“Automatic integration of all sales and transaction information is a huge benefit to the support team. We have Salesforce tied to our engineering systems like JIRA. The support team can get information and pass it to engineering so they can work on bugs and issues. Finance and accounting benefit from all those transactions created automatically in the ERP—and being able to charge credit cards, invoice customers. The benefit is huge.

100% SALES-TO-MARKETING ATTRIBUTION

“This has been a really fantastic integration because we know the complexities. Many companies have great difficulty attributing sales directly to marketing campaigns—and previously our batch process didn’t include any integration with our CRM so we could not do it either. But now that we have near real-time integrations, campaign emails include a unique link, and when a prospect uses that link to come to the website, it’s recorded in our order management system and passed to Salesforce. We have automatic marketing campaign attribution. Each year, millions of opportunities, accounts, and contacts come through the TIBCO platform—and we’re able to create these integrations, tie contacts directly to marketing campaigns, and attribute sales to the marketing source. We’ve literally gone from zero, to now every opportunity on the commercial side can be directly attributed to a marketing campaign.

FUTURE

“We want to automate operational processes that are outside our core systems. We want more systematic self-correcting behavior and expanded reach of order-to-cash to custom systems. As we move into other countries, the automation we’ve put in place will streamline acquisitions, reporting and information optimization, and prescriptive analytics.”



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TIBCO fuels digital business by enabling better decisions and faster, smarter actions through the TIBCO Connected Intelligence Cloud. From APIs and systems to devices and people, we interconnect everything, capture data in real time wherever it is, and augment the intelligence of your business through analytical insights. Thousands of customers around the globe rely on us to build compelling experiences, energize operations, and propel innovation. Learn how TIBCO makes digital smarter at www.tibco.com.

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