



Right Farm Flawlessly Integrates Their Systems with SmartConnect

Problems and Challenges

Right Farm was looking for a solution that would enable them to integrate their proprietary platform with Dynamics 365 Business Central and Salesforce. The goal was to ensure that their various systems stay in sync and do not overlap in their source of truth databases, including customer data, orders, invoices, SKUs, and more, across all platforms. CTO and Co-Founder Mohammad Abu Ajamieh wanted the solution to be efficient and cost-effective to support the disruptive nature of their business.

The Solution – SmartConnect

After carrying out a free trial earlier in the year, Right Farm selected SmartConnect to Integrate data between their data sources and began their implementation in July 2022. In Mohammad's words, "SmartConnect already figured out input and output," which made his job easier. Individual teams were able to manage the implementation of Business Central, Salesforce, and their proprietary platform while the integration team used SmartConnect flawlessly to integrate all systems.

“These systems want to talk to each other, and with SmartConnect we now have the tool that facilitates that.”

Mohammad Abu Ajamieh, CTO and Co-Founder of Right Farm

Industry

Agriculture Supply Chain

Systems Used

Microsoft Dynamics 365 Business Central
Salesforce

eOne Software Used

SmartConnect

Location

Dubai



About Right Farm

Founded in 2021, Right Farm is a quickly growing B2B technology company that is revolutionizing the food supply chain in the Middle East/Northern Africa region. Based in the United Arab Emirates, Right Farm is transforming how businesses source their produce by aggregating the local and global supply of food through an innovative online B2B buying platform.

See The Full Case Study [Here](#).

Ready to learn more about integrating Dynamics 365 Business Central and Salesforce Using SmartConnect?

[Watch this video](#) to see a demo in action, or reach out to our team at sales@eonesolutions.com.