

Case Story



Seamless synchronization: How RAPIDI transformed Dutco Tennant's data ecosystem

Streamlined processes, efficient data flow between systems, and quicker processing times

“It's a rapid, supportive and economical solution that will help grow our IT ecosystem in the future due to its high scalability and adaptability.”

Mohammed Tabrez Ansari, Head of IT at Dutco Tennant

Dutco Tennant's success with RAPIDI integration

Successful digital transformation often depends on how effectively organizations can integrate their critical business systems. When Dutco Tennant, a leading UAE trading and distribution company, faced challenges synchronizing their Microsoft Dynamics 365 and Salesforce platforms, they found an ideal partner in RAPIDI.

This is the story about Dutco Tennant's strategic partnership with RAPIDI, and how it resulted in more streamlined processes, more efficient data flow between systems, and significantly reduced manual effort.

About Dutco Tennant

[Dutco Tennant](#) is part of the Dutco Group – a leading trading and distribution company in the UAE, which has grown significantly over its 45-year history, expanding from a small team of 2-3 employees to a workforce of over 400. Dutco specializes in supplying industrial equipment for major projects, including iconic landmarks like the Burj Khalifa and the Holy Haram Mosque expansion. Their operations span across the GCC region, with a strong focus on Dubai and Abu Dhabi.

Dutco Tennant is a leader in supplying various kinds of industrial and engineering solutions for diverse industry verticals from construction to networking to electrical. The company supplies products to a high-status list of corporate and government projects, and has contributed to the creation of world class private and public infrastructure such as water and wastewater projects, airports, exhibition centers, shopping malls, networking infrastructure, hospitals, hotels, universities and offices around the Middle East and GCC region.



The CHALLENGE

To understand what were the main data integration difficulties that Dutco Tennant faced we spoke with [Mohammed Tabrez Ansari](#), Head of IT at Dutco Tennant.

The company used Microsoft Dynamics 365 Finance and Operations for their ERP system and Salesforce for their CRM. Prior to this, they used a legacy ERP system integrated with Salesforce via APIs, and it was unable to keep up with their growing needs.

While the systems were live and worked well, the company still faced significant challenges in integrating data between these platforms. And the usage for the two systems was quite high: there were 200+ Salesforce users and over 300+ users of MS Dynamics, together they processed around 100+ orders each day.

Dutco Tennant's complex business operations, involving 12+ verticals and high transaction volumes, required, first and foremost, seamless synchronization of master and transactional data.

The key challenges for Dutco Tennant included:

- Integrating high volumes of data efficiently
- Managing synchronization errors and validations
- Stabilizing the integration setup after initial deployment

To tackle these challenges, Dutco Tennant partnered with [RAPIDI](#).



After implementing RAPIDI's solution for our ERP and CRM data synchronization, we especially enjoyed the short turnaround time of the project and a single, economical tool for multiple endpoints.

*Mohammed Tabrez Ansari,
Head of IT at Dutco Tennant*

The SOLUTION

The overall solution to these problems was a more stable integration of Salesforce CRM with Microsoft Dynamics 365 Finance and Operations and seamless data synchronization between these systems.

Following the recommendation of one of its partners, Dutco Tennant adopted RAPIDI – a no-code data integration platform – to synchronize critical data between Salesforce and Microsoft Dynamics 365. Here are the types of data that needed a more streamlined synchronization:

- **Master data:** Customer and vendor information from Dynamics to Salesforce.
- **Transactional data:** Sales orders, purchase orders, and order fulfillment details synchronized between systems.
- **Order processing:** Real-time updates every 30 minutes to handle around 100+ daily orders, ensuring smooth operations across 12+ verticals.



The integration setup that ensured smooth synchronization between Dutco Tennant's Salesforce CRM and Microsoft Dynamics 365 Finance and Operations systems, looks as follows:

- 1. Master data synchronization**, where the direction is Dynamics 365 → Salesforce. The process involves synchronizing customer and vendor master data in Dynamics 365 with Salesforce.
- 2. Transactional data synchronization**, where the direction is Salesforce ↔ Dynamics 365. The process involves synchronizing:
 - Sales orders created in Salesforce with Dynamics 365 for order processing.
 - Purchase orders managed in Dynamics 365 for back-to-back B2B transactions.
 - Sales history, such as invoices and credit notes, in Dynamics 365 with Salesforce.
 - Payments, such as ledger entries, in Dynamics 365 with Salesforce.
- 3. Product data**, where the direction is Dynamics 365 → Salesforce. The process involves synchronizing and updating product details, including item prices and price groups.

Today, data synchronization is scheduled every 30 minutes to ensure real-time updates between the systems, supporting Dutco Tennant's high transaction volume of 100+ daily orders.

This robust integration setup helps Dutco Tennant efficiently manage their operations across 12+ verticals, ensuring that both systems are always up-to-date and aligned with their business processes.

RAPIDI was highly responsive during the entire implementation process

*Mohammed Tabrez Ansari,
Head of IT at Dutco Tennant*



The IMPLEMENTATION

In the beginning, the implementation project faced some challenges in stabilizing the integration, in particular managing high data volumes and handling errors. That's why direct interaction with the RAPIDI team was crucial for improvement and the overall project's success.

To handle the implementation process better, Dutco Tennant worked closely with RAPIDI's support team to stabilize the system.

During the implementation, RAPIDI team developed a few customizations that addressed Dutco Tennant's specific needs and improved system performance. Moreover, RAPIDI consultants offered support and training to help Dutco Tennant's technical team manage integrations independently.

Over time, RAPIDI's platform proved to be a reliable solution that helped Dutco Tennant achieve a stable and efficient system integration setup.

After implementing RAPIDI's integration solution, we achieved a dramatic reduction in manual effort—with data synchronization tasks that once took days now completed in just hours. Our business processes became significantly more efficient and scalable, easily handling high transaction volumes and complex order lines. Most importantly, RAPIDI's responsive support ensured business continuity, minimizing downtime and giving us confidence to pursue future growth and system expansions.



The RESULTS

Dutco Tennant's collaboration with RAPIDI has resulted in significant improvements in the company's business operations:

- **Efficiency:** Integration tasks that previously took 4-5 days with APIs could now be accomplished within half a day with RAPIDI's help.
- **Scalability:** The platform now seamlessly handles high transaction volumes, with an average of 50-100 daily orders and complex order lines.
- **Business continuity:** RAPIDI's responsive support ensured minimal downtime and quick resolution of issues.

Dutco Tennant is now particularly confident about their future expansion plans. For example, they anticipate higher transaction volumes and potential integration with additional systems, such as e-commerce platforms – all thanks to RAPIDI solution's scalability and adaptability.

Reflecting on the partnership

Tabrez Ansari describes RAPIDI as “rapid, supportive, and economical” – these are the main advantages that led to a fairly quick integration setup.

Mr. Ansari stressed that RAPIDI helped reduce the turnaround time for data transfers compared to their previous experiences with APIs. He also highlighted the platform's ability to quickly define and schedule data transfers, its responsive support team, and its cost-effectiveness as major advantages.

Dutco Tennant now considers RAPIDI **an integral part of their IT ecosystem**, because it helps them focus on their core business while ensuring seamless system integration and data synchronization.

Conclusion

Dutco Tennant's partnership with RAPIDI demonstrates the power of a reliable integration platform in driving efficiency and scalability for growing businesses. By overcoming initial challenges and leveraging RAPIDI's expertise, Dutco Tennant has successfully transformed their IT operations, setting the stage for continued growth and success.



About RAPIDI

Data integration doesn't have to be confusing or complicated. It can be simple and stress-free. At RAPIDI, we are your go-to data integration experts with over 30 years of experience. We apply it to ensure your data integration project runs smoothly. RAPIDI uses cutting-edge technology to provide data integration solutions that are fast yet flexible, simple, robust and secure. We have perfected our blend of human and technical skills to provide you with an unrivalled customer service experience that is committed, caring and personal. We believe these things are just as important as the technology we use so let us take the stress out of your data integration. RAPIDI is a privately-owned company with offices in Andorra, Denmark, France, Spain & Macedonia.

Learn more about RAPIDI at www.rapidionline.com

RAPIDI - Rapid Solucions S.L.

Carrer de la Font del Colom, 6
Xalet Parc, L'Aldosa
AD400 La Massana
Andorra

DK: +45 73 84 85 50
UK: +44 20 37 69 18 80
US: +1 (415) 854-7938

info@rapidionline.com | www.rapidionline.com

