



**CAST IRON**  
S Y S T E M S

INTEGRATE IN DAYS

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## **Selling SaaS to Corporate IT: Integrate or Fail**

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Chandar Pattabhiram  
Vice President, Product Marketing

# Agenda



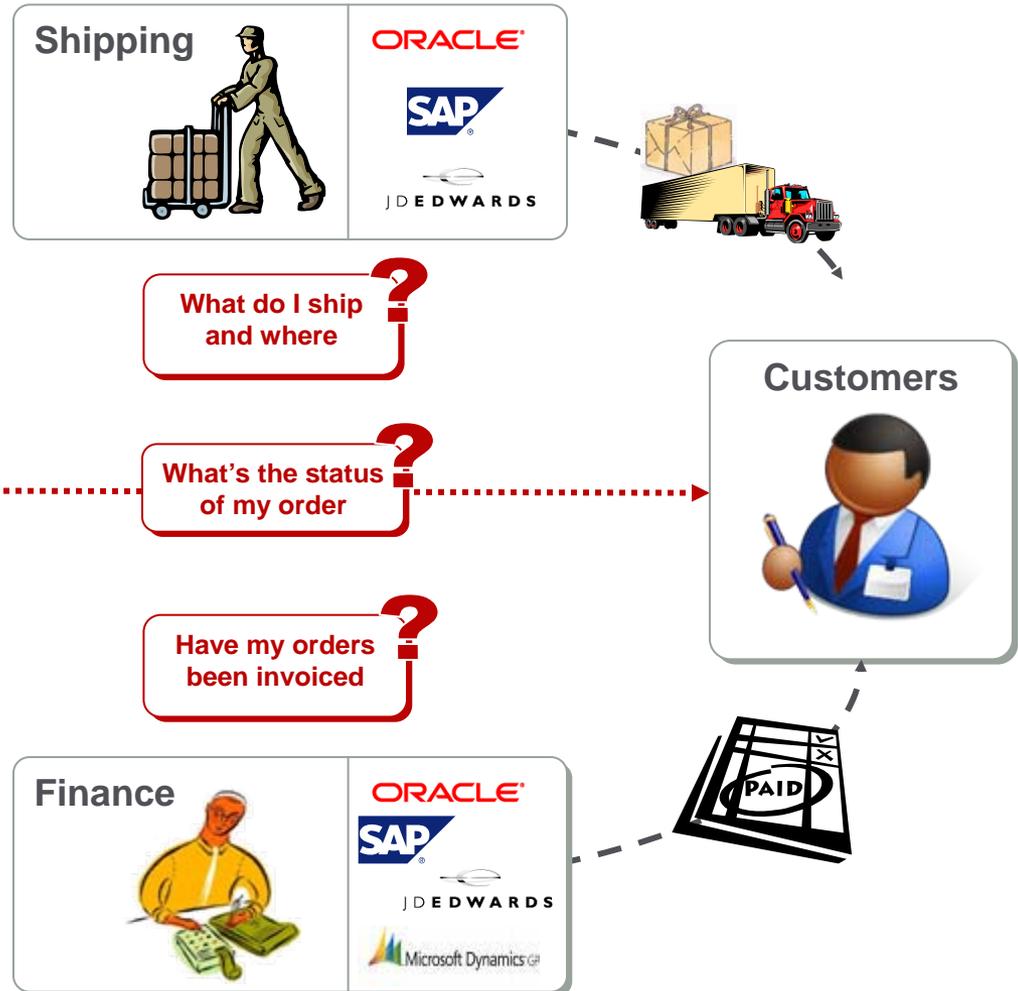
[www.castiron.com](http://www.castiron.com)

- Why Integrate SaaS?
  - What's in it for end-users
  - What's in it for providers
- Best Practices for Choosing a SaaS Integration Partner
- Cast Iron Overview and 5 Min Demo

# The Business Value of Integration



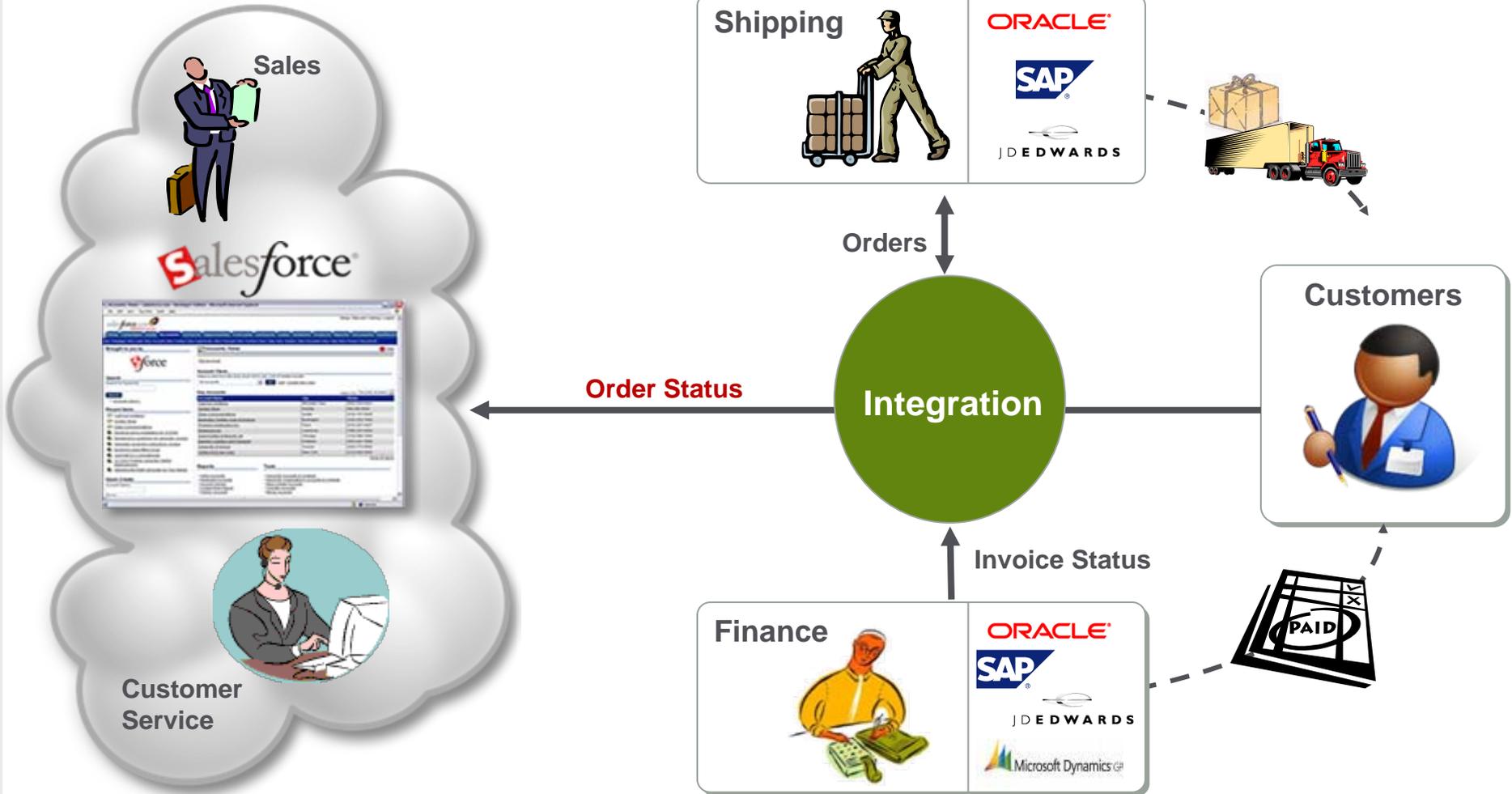
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# The Business Value of Integration



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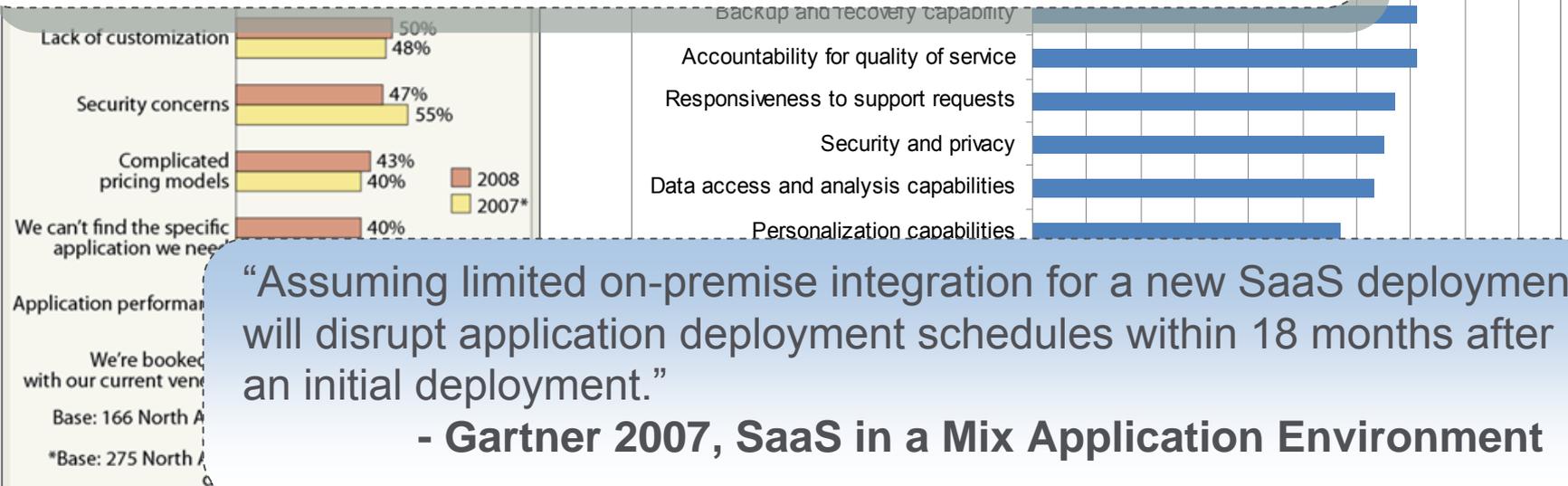


# SaaS and Cloud Computing Market



“By 2010, 75% of large enterprise SaaS deployments will have at least five integration or interoperable points to on premise.”

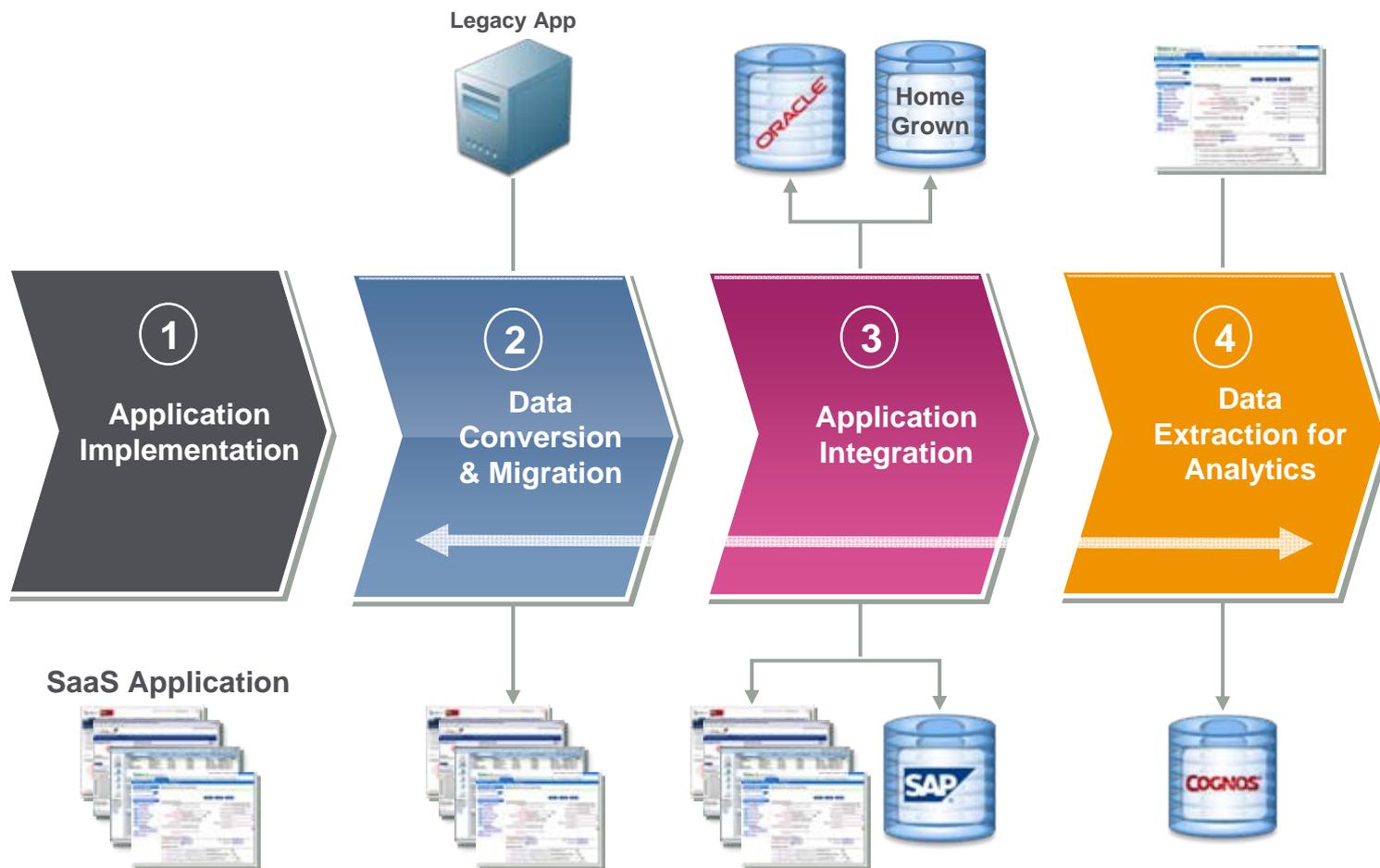
- Gartner 2007, Hybrid SaaS: Questions & Answers



# Lifecycle of SaaS Integration Problem



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# Typical SaaS Integration Challenges

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## Services

Our Backlog in Services is hurting our sales cycles...

We need an integration approach that **reduces our implementation risk**.



## Product

Our SaaS customers want out-of-the-box integration solutions...

We **don't have the expertise or time** to support all the different access methods of integrations, get **services** to handle it...



## Sales

We try to sell around the integration requirements but the prospects are getting smarter...

We need a way to **demonstrate** to the customer we have done this before.



## Marketing

We need an integration story to penetrate new markets.

We need a way to **pre-package integration** to penetrate new markets quickly.

# Resulting in...



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## Services

- Increased PS Backlog
- Delayed 'on boarding'



## Product

- Increased Engineering backlogs



## Sales

- Long expensive POCs
- Slower adoption or lost deals
- Lesser Add-on Business



## Marketing

- Poor penetration to new markets

# Agenda



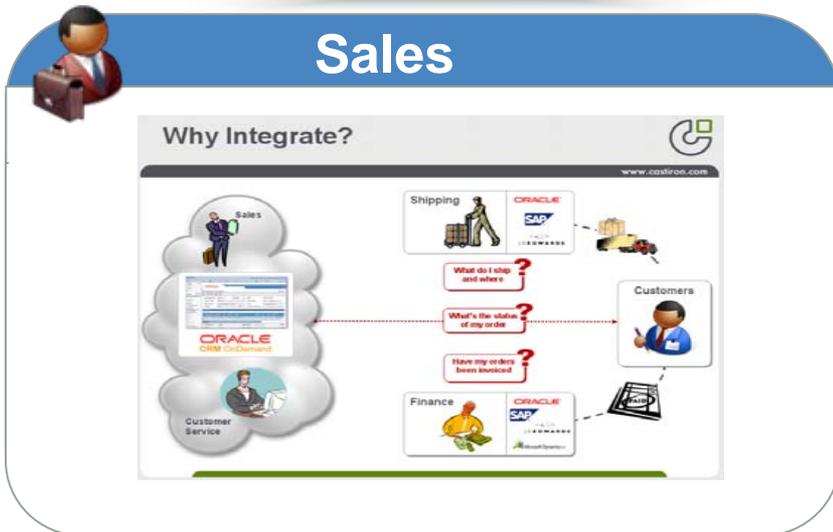
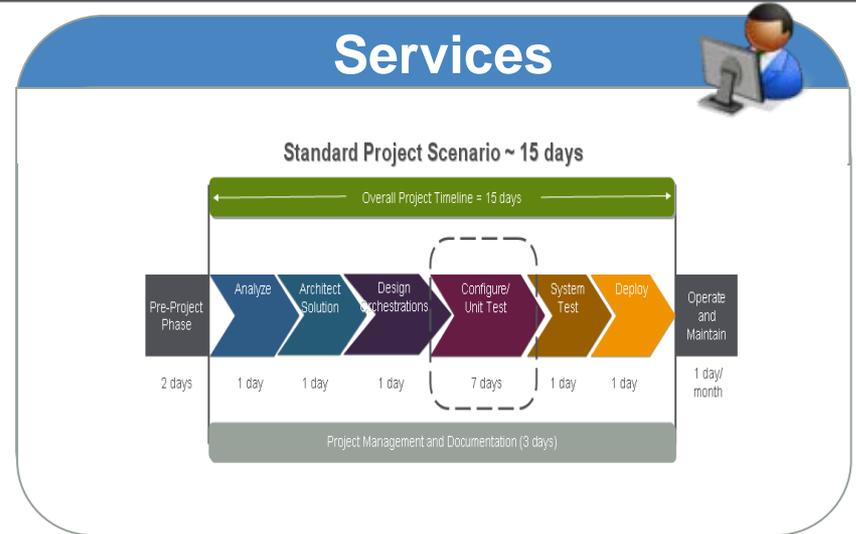
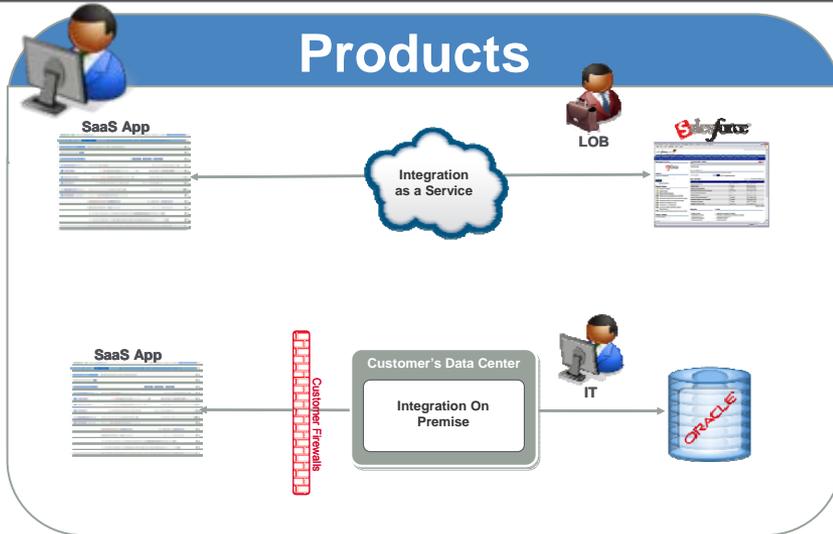
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# Cross Functional Solution



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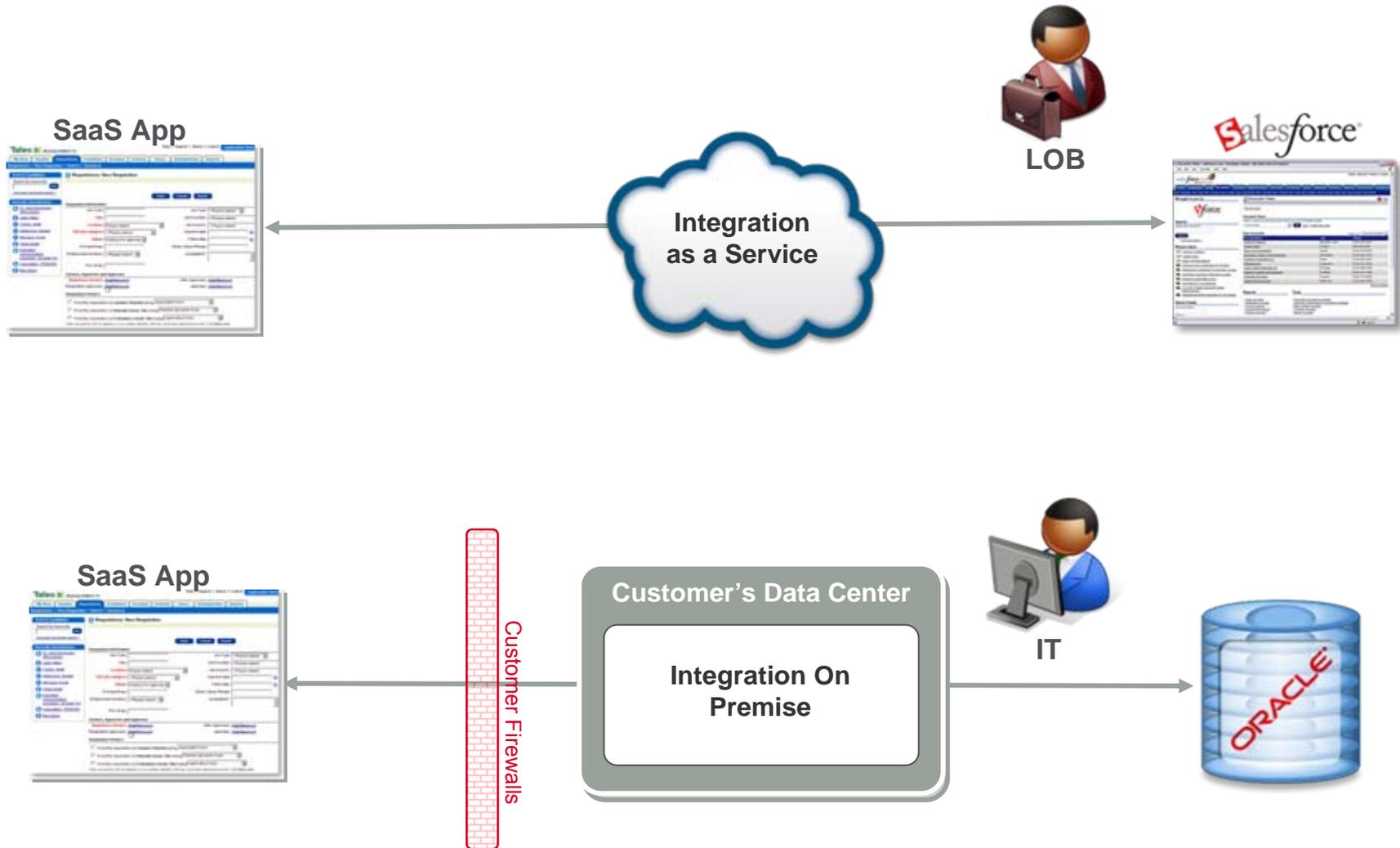
## Marketing

The screenshot shows a document titled 'Taleo Business Edition' with a 'Solution Overview' section. The document discusses 'Integration Problems Resolved' and 'Why Integrate Taleo?'. It highlights the ability to attract, nurture, and provide opportunities for personal and professional growth, and the strategic objective of having the best talent. It also mentions the ability to integrate Taleo with existing HR systems like SAP and Oracle HRMS.

# Products: Flexible Choices



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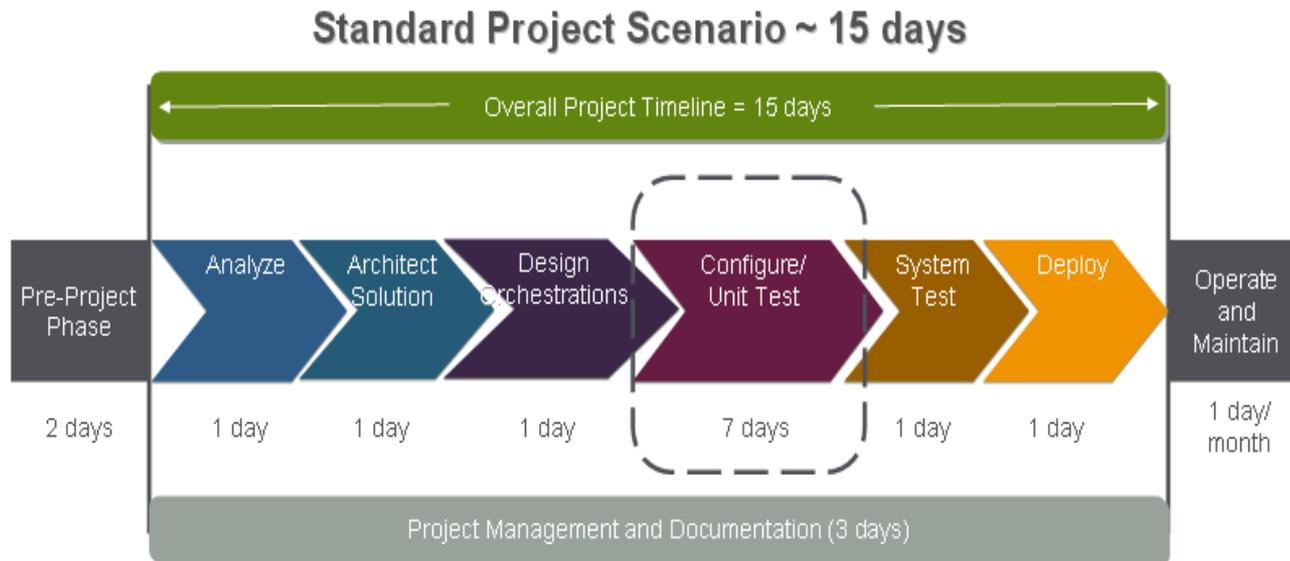


# Services: Proven Methodologies



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- Proven Methodology & Best Practices
- Classroom training courses
- Certification Testing – Basic and Advanced
- Shadow program

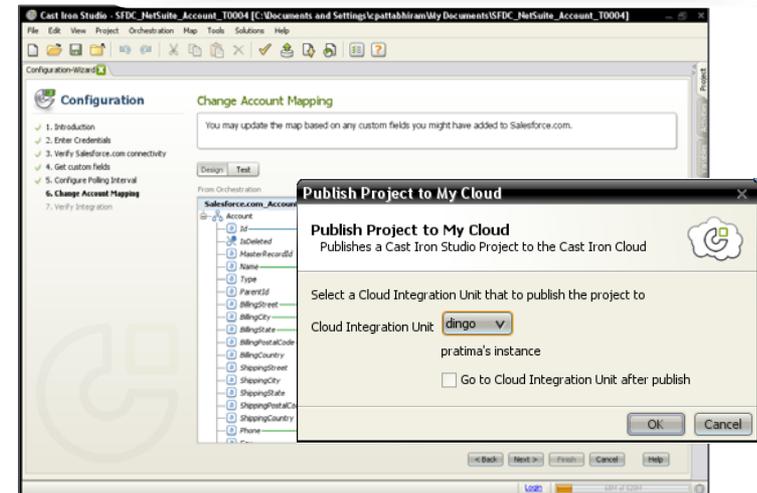
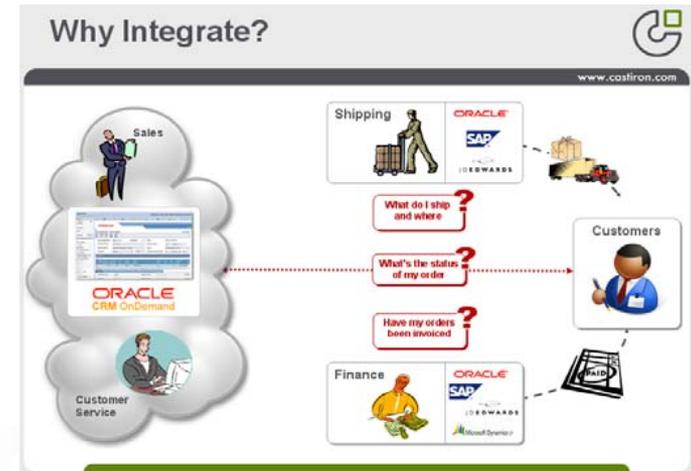


# Sales: The Right Tools



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- Sales Training
- SE Demo & POC Training
- On Demand Demo Portal
- Proposal Templates
- Community Membership



# Marketing: Customized Campaigns



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- Audience Specific Sales Messaging
- Customized Collateral
- Install-base Campaigns
- Professional Whitepapers



## Solution Overview

### Integration Problems Solved

- Import job requisition, foundation data and codes from HRIS to TBE to implement a seamless job requisition process
- Export candidates, attachments and contacts from ATS to HRIS employee master for employee on-boarding
- Performing analytics on applicant data
- Data extraction to reporting systems for historical candidate information
- Data migration from other ATS and HRIS systems
- Data integration from ERP to CRM and many more

\*Cast Iron and Taleo teamed together to provide an effective data migration solution from our legacy systems into Taleo Business Edition and ensured we did not lose years of vital historical information\*

Lauren Levy  
Senior Human Resources  
Representative  
Hay Group

### Why Integrate Taleo?

The ability to attract, nurture and provide opportunities for personal and professional growth are the cornerstones of what makes your organization unique. You pride yourself and your peers with making talent management a strategic objective and harness the power of top-notch talent. That's why you selected Taleo Business Edition (TBE), the leading solution for tapping into your strongest competitive advantage – your people.

As a key member of the HR team you understand the top talent management challenges such as employee retention, transferring tacit knowledge and relationships as well as creating a value proposition that is attractive to multiple generations including stemming the exodus of Generation X'ers and adjusting management practices to make your company more appealing to Generation Y'ers. You are committed to meeting these challenges head on – but there is a problem.

How do you integrate TBE with your existing Human Resource Information Systems (HRIS), data warehouses and corporate financial systems such as Oracle, PeopleSoft, SAP and others? Without access to an employee's personal records, benefits and company related documents your ability to incent, compensate and retain is limited.

You need to move quickly. You need to be agile to adjust to changing job conditions and business goals. You can't do this without a complete picture of a candidate or current employee, and you can't wait weeks for I.T. to clear the backlog of projects before responding to your request. What can you do?

What you need is a solution that allows you to migrate historical information and integrate TBE with your organization in days, without the need for coding and expensive IT projects.

What you need is Cast Iron's Integration Solution for TBE.

# Integration Partnership Benefits



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- Customers realize business benefits sooner
- Integration no longer a sales inhibitor
- Increased user adoption
- Professional services teams focus on their application

**Eliminate Integration as a Barrier to SaaS**

# Agenda



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# Company Overview



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## Corporate

- Global presence
- **500% growth** in the past 2 years
- **Thousands** of customer integrations
- **#1 SaaS Integration Provider** – Premier partner for salesforce, Oracle CRM, Taleo, Netsuite, RightNow, SPS and many more

## Awards



Product of the Year



## Buzz

“ Integration appliances will play a **critical** part in the **growth, acceleration & acceptance of SaaS.** ”

Frank Kenney  
Research Director

Gartner

“ ... The two most interesting features are the **speed of integration and the ease of connectivity...** ”

Bruce Richardson,  
Chief Research Officer

AMR Research

“ ...it's certainly **easy** to install and it's graphical tools are a **boon for companies with limited IT resources...** ”

Dr. Martin Heller  
Editor

InfoWorld

“ ...could this appliance be **the silver bullet for integration?** ”

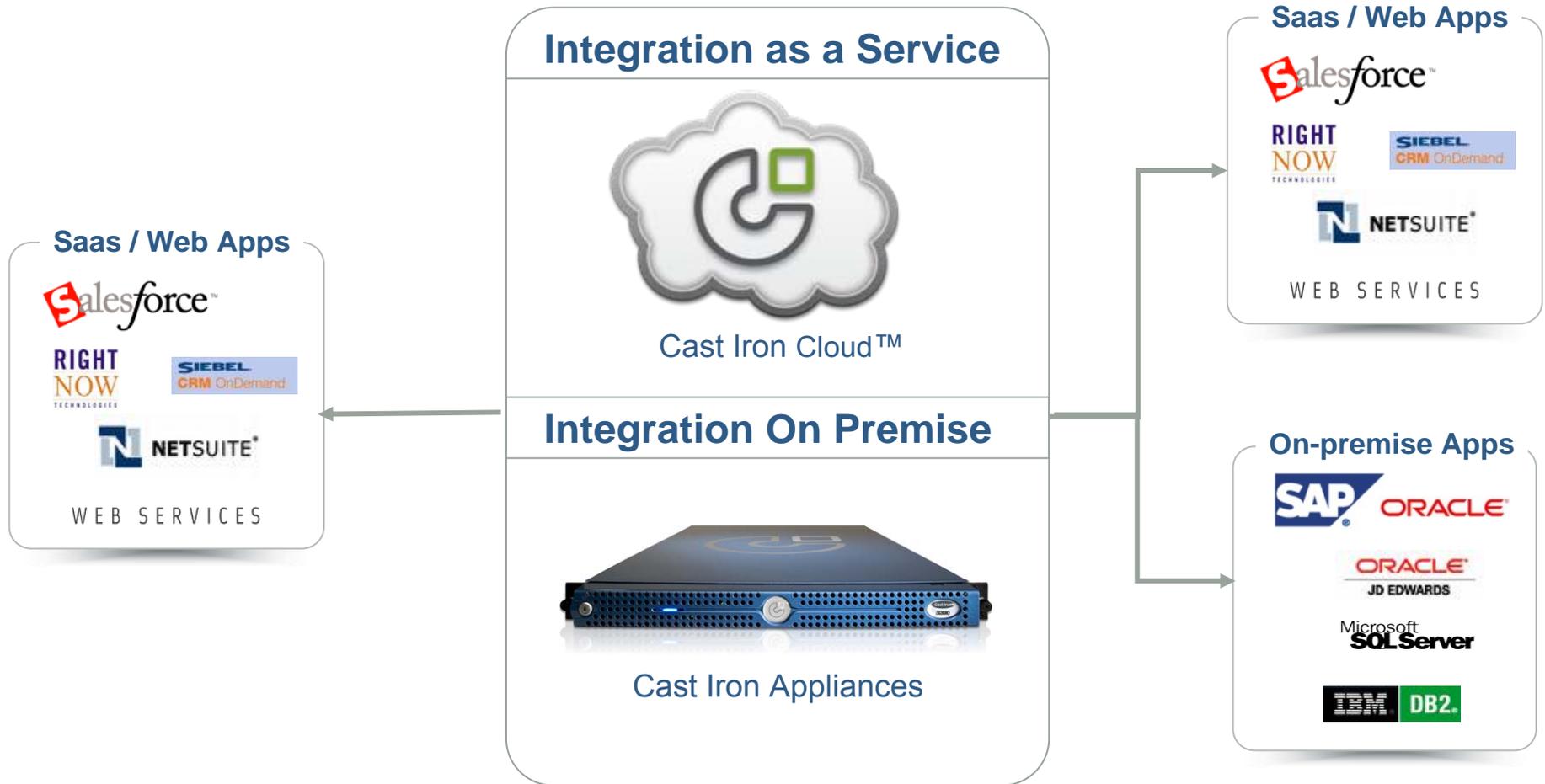
Linda Musthaler  
Principal Analyst

NETWORKWORLD

# Flexible Product Offerings



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# Powered By Cast Iron™ Program



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- Pioneering program for SaaS ISVs, VARs and SI's
- Eliminates integration as a problem for SaaS companies
- Partner with #1 SaaS Integration Company



# Case Study: Taleo – Migration



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## Taleo: Migrations no longer a barrier to adoption

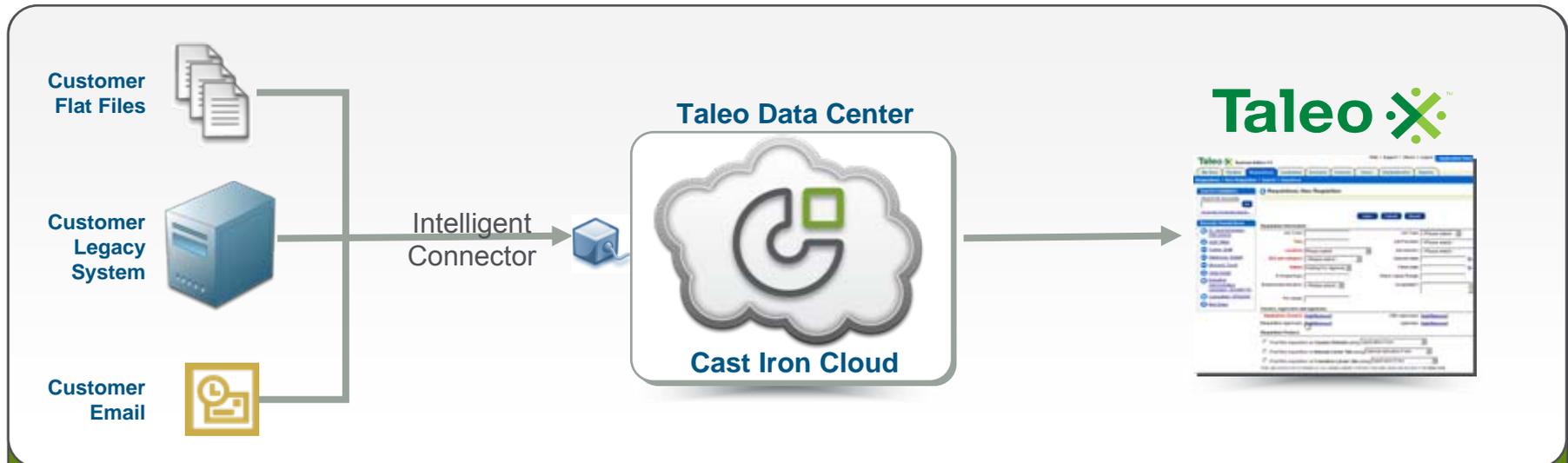
PoweredBy CAST IRON

### Solution

- Taleo Migration-as-a-Service powered by CI
  - Replication, Transformation, Cleansing
- Intelligent Connector for Taleo Business Edition

### Results

- PS Backlog solved - Fixed Price Packages for Migrations
- Reduced skillset required to complete migrations
- Customers on-boarded faster



TBE Data Migration and Conversion Since Cast Iron

# Case Study: Gearworks — Integration



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## Gearworks: Now offering Integration-as-a-service

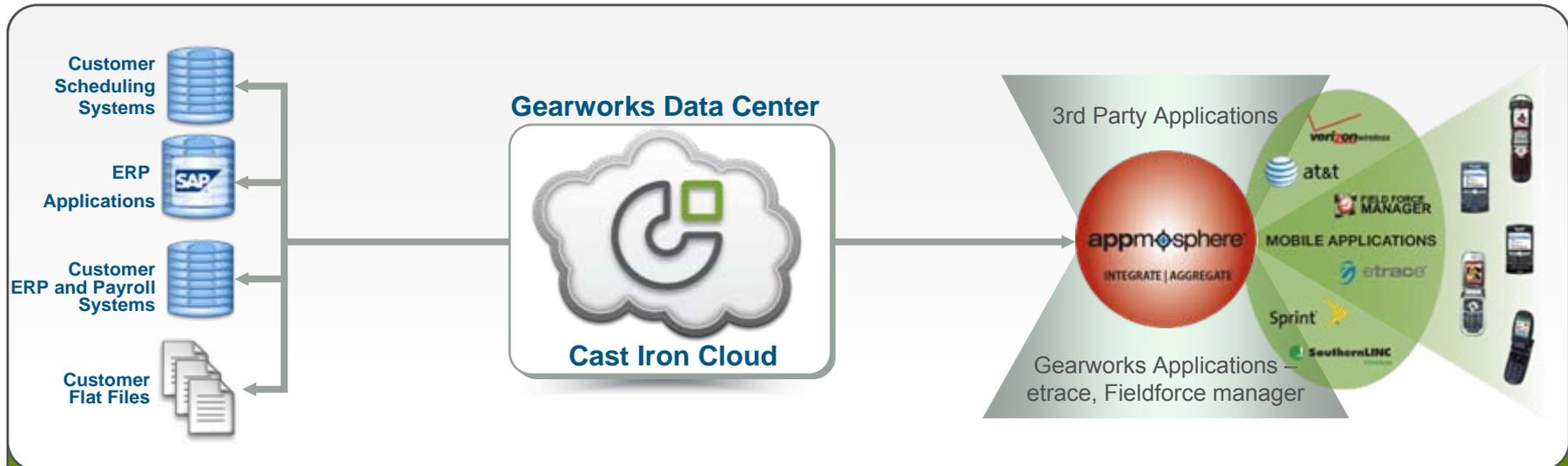
PoweredBy CAST IRON

### Solution

- Gearworks Integration-as-a-Service powered by Cast Iron
  - Integrate Customer Application in DAYS
  - Integrate Partner Applications
- PIPs for most common integration scenarios

### Results

- Gearworks offering 3 types Integration solutions
  - Canned, Configurable, Custom
- Key Competitive differentiator in Verizon and Sprint Channels
- New Profitable Revenue Stream



### Gearworks Integration Since Cast Iron

# 5 Minute Demo

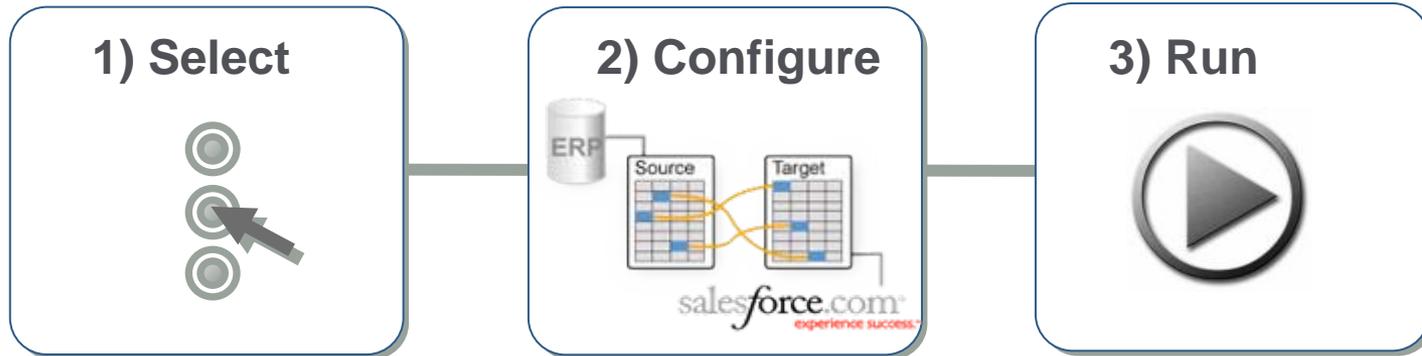


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What



How



INTEGRATION SOLUTIONS

CASE STUDIES

CUSTOMERS

SERVICES

PARTNERS

NEWS AND EVENTS

COMPANY



The Industry's only program that  
**eliminates integration as a problem**  
for SaaS companies

REPLAY

OUR PARTNERS

Serene  
SofiaWorks  
V2  
Ventus  
Xactly  
ABSI  
Acumen  
Astadia  
ATBI  
Big Machines

▶ OUR PARTNERS

▶ REGISTER AN OPPORTUNITY

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ISV

Independent Software

Rapidly onboard... Service

Learn More

SI

System Integrators

Powerful, proven methodologies and product choice to successfully deliver SaaS Integration solutions

Learn More

VAR

Value-added Resellers

Dramatically Increase sales by combining powering marketing programs and leading products.

Learn More

NEWS

WHITE PAPERS

EVENTS

- SAP Partner Snapshot: Cast Iron Systems
- Cast Iron Systems and Taleo Partner to Deliver Fast and Flexible Migration and Integration for Leading On-Demand Talent...
- On-demand data integration ties HD Supply to customers

 [More News](#)

# Summary



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- Integration is key for SaaS adoption and growth
- Choose an integration partner providing a cross-functional program
  - Product, Services, Sales and Marketing enablement
- Powered By Cast Iron ([poweredby.castiron.com](http://poweredby.castiron.com))
  - Pioneering program for SaaS vendors to take 'integration off the table'



# Thank You



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