The Future of Application Consolidation

February 29, 2008

Presenters:
Lonnie Wills, Vice President of Global Services, Astadia

About the Presenter

OpSource SaaS Summit 2008

Lonnie Wills
Vice President, Global Services, Astadia Consulting, LLC

Lonnie Wills is the Vice President of Global Services at Astadia Consulting, LLC, responsible for managing over 2000 SaaS implementations. He also consults with executives on how to harness the power of Salesforce.com and enabling SaaS to the desktop. Mr. Wills is a seasoned IT Veteran with over 20 years of experience in IT consulting and management. Previously to Astadia, Mr. Wills served as CIO of BakBone Software where he implemented Salesforce.com and leveraged Salesforce.com as a platform to consolidate over 15 applications to reduce the cost of maintaining the application Silo. Prior to BakBone Software Mr. Wills launched a Business Intelligence Software company in 1999 called e-botz, which was based on "Bot Technology" with products like Network Query Language "NQL" and "Content Anywhere" which he later sold in 2003. Prior to e-botz, Mr. Wills was a manager and senior consultant at IBM where he managed a large consulting group for Global Services on the West Coast.

In 2006 Mr. Wills was the recipient of the Wizkids Award for his successful and innovative implementation of Salesforce.com at Bakbone Software Inc.

Our Business

- Astadia is a multi-national **management consulting** and **on-demand technology solutions** firm that helps organizations become more productive in sales, marketing and customer service.
- Management Consulting - Seasoned with thousands of initiatives, Astadia's consultants provide clients strategic consulting and managed services
- On-Demand Technology Solutions - As the largest on-demand/SaaS consulting firm, Astadia delivers world-class deployments of on-demand technology

ASTADIA

Astadia is ranked 83rd on the Inc. 500 list of Fastest Growing Private Companies.

Company

Astadia is a **management consulting** and **on-demand technology solutions** company that helps businesses become more productive in sales, marketing, customer service and employee performance.

Coverage

With offices across the U.S. and in Europe, Astadia serves businesses, large and small, with subject matter expertise in a wide array of industries.

Astadia Example Clientele

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Astadia Partner Ecosystem

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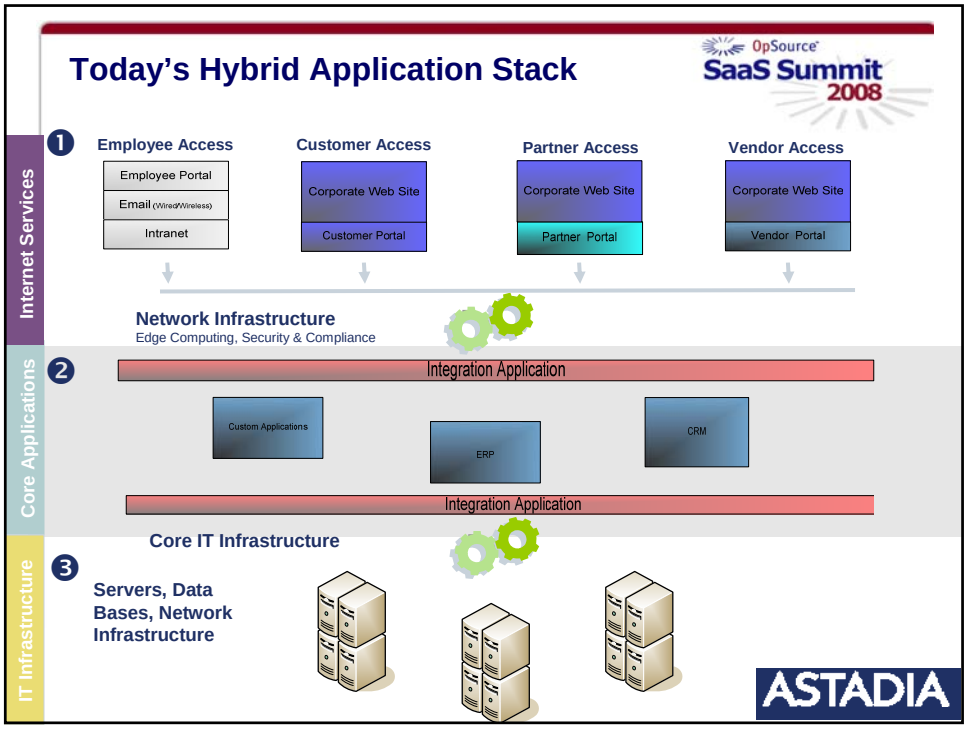
Strategic Partners

Alliance Partners


Today's Hybrid Application Stack
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2008
Internet Services
Core Applications
IT Infrastructure
1
Employee Access
Customer Access
Partner Access
Vendor Access
Employee Portal
Email (Wired/Wireless)
Intranet
Corporate Web Site
Customer Portal
Corporate Web Site
Partner Portal
Corporate Web Site
Vendor Portal
Network Infrastructure
Edge Computing, Security & Compliance
2
Integration Application
Custom Applications
ERP
CRM
Integration Application
Core IT Infrastructure
3
Servers, Data
Bases, Network
Infrastructure
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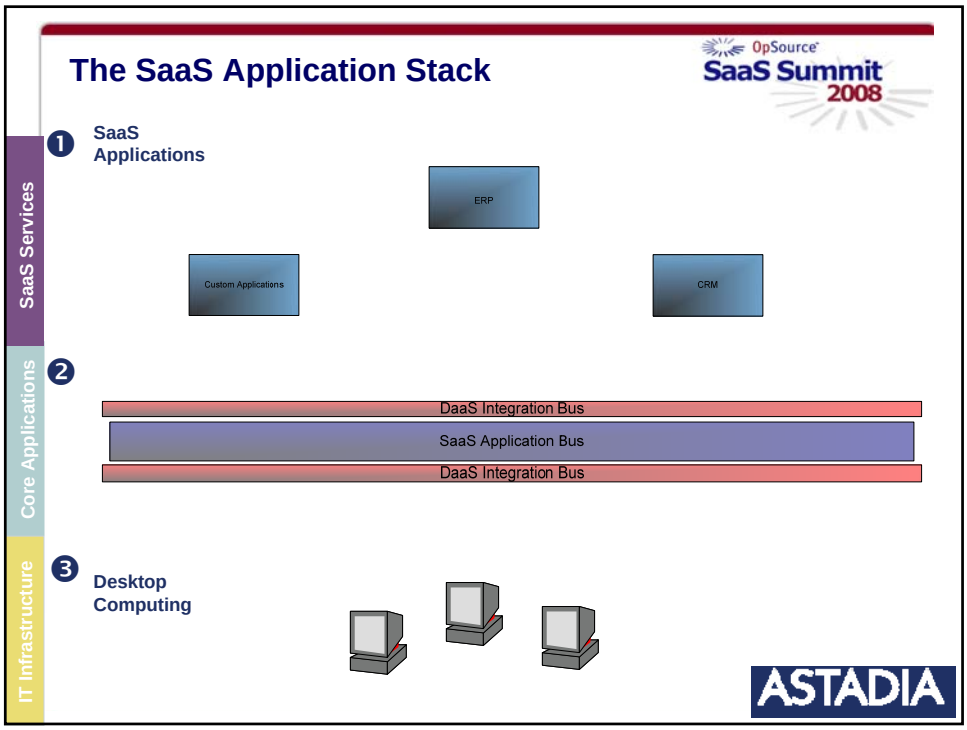
The SaaS Application Stack
OpSource
SaaS Summit
2008
SaaS Services
Core Applications
IT Infrastructure
1
SaaS
Applications
ERP
Custom Applications
CRM
2
DaaS Integration Bus
SaaS Application Bus
DaaS Integration Bus
3
Desktop
Computing
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Real-time Integration and Data Replication
SAP & MS SQL

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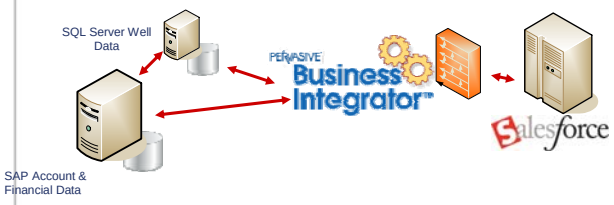
Oil & Gas Industry



PERVASIVE

Challenge

Oil & Gas Company, drill bit manufacturing subsidiary:

- Needed to aggregate and synchronize Account, Opportunity, Contact and Well data between Salesforce.com, SAP and MS SQL server.
- Need high fault tolerant solution with error handling
- Meet tight deployment schedule

Solution

- Pervasive Business Integrator for real-time application connectivity and synchronization to SAP
- Upsert well data into account records
- Update Accounts, Opportunities and contacts
- Update SAP financial data
- Customized error handling and logging

Results

- Fast, highly accurate integration achieves success
- Salesforce.com is now an more integral part of customer relationship activities
- Real-time synchronization of Accounts, Opportunities, Contacts
- Synchronization between Salesforce ,SQL Server and SAP
- Solution easily managed by internal IT staff

Internal use only

The Advantage of the Pervasive Platform

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- Quickly integrate applications and data
- Reduce infrastructure costs
- Improve visibility to corporate data
- Reduce the number of independent data silo's

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Questions & Answers

Thank You:

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