



Picture Perfect:

How Olympus Tracks and Manages Sales Activity with Data-Driven Dashboards



"With Informatica Intelligent Cloud Services, we found a next-generation iPaaS tool that could resolve our data issues."

Wuttisak Thabthimsaen
Salesforce Project Manager
Olympus (Thailand) Co., Ltd.

Goals

Enable top management at Hong Kong-based headquarters to easily track sales activity across the Asia-Pacific region

Consolidate sales data from seven branches in multiple countries into SAP on a nightly basis

Avoid hitting timeout limits for transactions in Salesforce when working with large formula fields and roll-up summaries

Solution

Use Informatica Intelligent Cloud Services, a next-generation iPaaS solution, to power dashboards of sales activity across Asia-Pacific

Bring sales data from Salesforce and spreadsheets into SAP using Informatica Cloud Data Integration for automated, nightly batch integrations

Stay within Salesforce CPU limits by using Informatica to summarize data and enforce rules before loading it into Salesforce

Results

Improves timeliness and accuracy of sales tracking, allowing headquarters to take immediate action and better drive strategy

Reduces the time it takes to get regional sales data into SAP, enabling decision-makers to work with fresh data

Overcomes CPU limitations when loading data into Salesforce, avoiding the need to manually truncate and re-load data

Business Requirements:

- Automate data mappings and integrations from all seven Asia-Pacific branches
- Translate common terms into English to facilitate communication among country managers
- Refresh regional sales data nightly

About Olympus (Thailand) Co., Ltd.

Bangkok-based Olympus (Thailand) Co., Ltd. was established in 1999 as a subsidiary of Olympus Group. Its core businesses are the manufacturing and servicing of medical, industrial, and imaging products. Headquartered in Hong Kong, Olympus Group has seven branches across the Asia-Pacific region.



Informatica Success Story: Olympus (Thailand) Co., Ltd.

Olympus (Thailand) Co., Ltd. (Olympus) is a medical equipment pioneer, offering innovative technologies in endoscopy and laparoscopy and enabling healthcare professionals to improve the quality of patient care. Olympus manufactures processors, monitors, and ultrasound systems for gastroenterology, surgery, urology, and gynecology applications. It's focused on providing safe, high-quality products and services to keep customer satisfaction high, and operates with a strong sense of ethics as a contributor to the international healthcare community.

Tracking regional sales activity

When the company's Hong Kong-based headquarters asked for a common analytics dashboard to show all progress of sales and activity from all countries in Asia-Pacific, Olympus faced several challenges. Data sources and structures were different from country to country. While some branches used Salesforce to keep track of sales activity, others tracked it in spreadsheets or .csv files. Even branches that used Salesforce had their own definitions and fields. Languages were different between the countries, causing disparities between common data terms. Olympus needed to consolidate all the data into one dashboard for management to use.

"With multiple, often conflicting data sources, to reconcile data we needed a more effective, reliable, and less error-prone method than spreadsheets," says Wuttisak Thabthimsaen, Salesforce Project Manager at Olympus (Thailand) Co., Ltd. "We wanted a reliable tool to automate data mappings and bring all our Asia-Pacific sales data together in SAP to power executive dashboards."

Consolidating sales data into a single dashboard

After evaluating several competing solutions, Olympus selected Informatica Intelligent Cloud Services (IICS), a next-generation Integration Platform as a Service (iPaaS) solution. Able to seamlessly move data between on-premises and cloud applications, IICS' Informatica Cloud Data Integration service brings data from Salesforce, spreadsheets, and other sources for all seven Asia-Pacific branches into SAP via nightly batch integrations. In some cases, transformed data from SAP is fed back into Salesforce.

"With Informatica Intelligent Cloud Services, we found a next-generation iPaaS tool that could resolve our data issues," says Thabthimsaen. "Informatica has a wealth of data integration functionality such as data mapping, aggregations, regular expressions, filters, and joiners, which we can use to easily consolidate our regional sales data. It's so easy, and Informatica support provides very good advice."



Inside The Solution:

- Informatica Intelligent Cloud Services
- Informatica Cloud Data Integration

“By using Informatica to integrate and reconcile regional sales data to provide a common executive dashboard that’s updated nightly, we’re giving management the sales summaries they need to run the business more effectively.”

Wuttisak Thabthimsaen

Salesforce Project Manager

Olympus (Thailand) Co., Ltd.

Getting data into Salesforce and SAP is much easier using Informatica’s multi-cloud and on-premises connectors and transformations. For example, common terms can be automatically translated into English before being sent to headquarters. Olympus can easily stay within Salesforce CPU limits when working with large formula fields and roll-up summaries by using Informatica to summarize data and enforce rules.

“Informatica Intelligent Cloud Services helps us avoid hitting CPU timeout limits for transactions in Salesforce because we can load only needed data into the system,” says Thabthimsaen. “As a result, our data loads are fast and easy. Previously, we’d have to look up the formula field or summary limit, manually truncate the data, and re-load.”

Driving strategy with timely information

Once data is consolidated, it is sent to headquarters, where top management can use a common dashboard to monitor each branch’s sales and adjust strategy and planning accordingly. If there’s a problem or opportunity, executives can take immediate action.

“By using Informatica to integrate and reconcile regional sales data to provide a common executive dashboard that’s updated nightly, we’re giving management the sales summaries they need to run the business more effectively,” says Thabthimsaen.

Digital transformation is changing our world. As the leader in enterprise cloud data management, we’re prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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