

## CUSTOMER CASE STUDY

# Glance Uses SnapLogic to Synchronize Sales Data from Various Sources



### ORGANIZATION

Glance Networks

### INTEGRATIONS

salesforce.com

### CHALLENGE

Glance Networks needed to create a seamless flow of information from diverse sales channels—online and inside sales—into salesforce.com to eliminate the disconnect between sales teams and enable faster lead turnaround time.

### SOLUTION

Using the SnapLogic Server and salesforce.com Snap, Glance synchronized the data provided by in-house Web systems with data from salesforce.com to gain better insight on the leads and activities of the inside sales team.

### SNAPS USED

salesforce.com

### RESULTS

- Enabled collection of real-time visitor data into the salesforce.com platform.
- Synchronized Web analytics with salesforce.com to provide targeted online selling online.
- Improved collaboration with inside sales teams for faster lead follow-up.
- Created seamless flow of lead, revenue and customer support information to all teams.
- Enabled higher-quality service and faster revenue recognition.

**“The SnapLogic solution we deployed has tremendous value, meeting our data integration challenges, especially when looking at the cost savings we saw compared to other vendors.”**

—Ed Hardebeck, VP Engineering  
Glance Networks

### Challenge

Glance Networks is an Internet-based desktop sharing and Web conferencing service provider. Glance’s sales-focused screen-sharing tool helps customers maximize every conversation throughout the sales cycle, from prospecting to demonstrating to closing and supporting customers. As a result of providing a quality solution at competitive pricing, the company is experiencing exponential growth. Today, over 5,000 smart businesses worldwide use Glance to enhance their sales presentations and make a bigger impact with prospective customers.

Traditionally, Glance Networks has sold its products online; however, because of growing product demand, an inside sales team and a CRM platform powered by salesforce.com was needed to provide data and insight on an increasing volume of sales opportunities. Additionally, the company’s data analytics solution, which collects data from customers who download their trial software online, was creating another silo of valuable data that couldn’t be used. The separate sales channels led to confusion and disconnect within the company’s sales force.

Addressing this disconnect would require connecting the two systems manually. This process is not only costly and time-consuming but diverts skilled R&D staff from core business activities. Alternatively, purchasing an expensive enterprise-class solution to integrate the data onto a single platform would present installation challenges, and the team found that many of the available integration solutions were not suited to integrating Web technologies. The team needed a more practical way to deploy salesforce.com without taxing resources or overhauling the existing infrastructure.

### Solution

Glance enlisted the help of SnapLogic to implement the SnapLogic Server and the salesforce.com Snap, seamlessly integrating the in-house system at Glance Networks with salesforce.com.

SnapLogic Server is the foundation and central hub for connecting any combination of SaaS, Cloud and On-premise applications and data sources. SnapLogic Server goes beyond traditional extract, transform, and load (ETL) capabilities by offering discoverable, callable, and reusable data services. Its REST-based engine works like a Web server, so the engine reads, transforms and writes data in a Web format.

SnapLogic Server comes with dozens of free components and Snaps for database connectivity, business productivity, BI, analytics, business data, social media and more. Rather than mandating a closed environment and proprietary messaging structures, SnapLogic uses the same widely adopted communication techniques and open protocols as the globally scalable World Wide Web, delivering a fast, more modular way to interoperate with existing applications and data sources.

SnapLogic's Snaps replace hard-coded or hand-coded integrations and enable developers to assemble data integration flows using a drag-and-drop interface. SnapLogic offers a core library of pre-developed Snaps and components with the SnapLogic Server, plus an expanding variety of Snaps that are available online in the SnapStore.

For example, the Salesforce.com Snap provides read and write access to the Salesforce application and its records. The Snap is populated with all the data fields available for the corresponding record types in salesforce.com. The data available through SnapLogic includes standard Salesforce object types,

such as Contacts, Accounts, Opportunities, and Cases, as well as any custom objects you have created in Salesforce. SnapLogic's Salesforce.com Snap uses the SOAP interface, eliminating the need for any subsequent configuration within Salesforce. After installation, users can access and manipulate Salesforce data without any additional Web Services or SOAP programming.

For each Salesforce record type that supports them, SnapLogic provides read, insert, update, and upsert capabilities. At runtime, the Snap is automatically updated with any new custom fields created within Salesforce.

According to Ed Hardebeck, vice president of Engineering at Glance, SnapLogic provided the ideal, lightweight solution to Glance's exponentially increasing requirements for data integration and data services across the enterprise, SaaS, and the Web. "The SnapLogic solution we deployed has tremendous value, meeting our data integration challenges, especially when looking at the cost savings we saw compared to other vendors," he said.

## Results

Using the SnapLogic Server and Salesforce.com Snap, Glance synchronized the data provided by in-house Web systems with data from salesforce.com to gain better insight on the leads and activities of the inside sales team. Real-time visitor data now flows into salesforce.com, allowing synchronization of Web analytics and enabling more targeted selling online. The solution also ties data into inside sales systems, resulting in faster lead turnaround.

According to Hardebeck, Glance sales teams now benefit from a seamless flow of leads, revenue information and customer support data which they can use to provide higher quality service to customers and prospects. This added information leads to more immediate revenue recognition for the company. "The scalable architecture of the SnapLogic platform provides an easy jumping-off point from which to quickly deploy integrations at multiple locations as our company continues to grow," he said.

**With SnapLogic,  
integration is a "Snap."**