Post-M&A: Integration Made Easy at KORE Wireless

Offering a 360-degree view of customers with the SnapLogic Intelligent Integration Platform

KORE.

50%	**Improved**	**$100k+**
time reduction in parsing millions of rows of data	customer connectivity experience and service	cost savings in Salesforce.com licenses

HEADQUARTERS
Alpharetta, GA

INDUSTRY
Telecommunications

EMPLOYEES:
~400

CHALLENGES
- Consolidating systems and platforms post-M&A
- Dealing with disconnected and duplicate customer data across multiple sources

RESULTS
- No-code integrations with the SnapLogic Intelligent Integration Platform
- Complete graphical representation of data flows

BENEFITS
- 50 percent time reduction in parsing through millions of rows of data
- Over $100,000 cost savings in Salesforce.com licenses
- Improved customer connectivity experience and service

INTEGRATIONS
Salesforce.com, NetSuite, Microsoft SQL Server, SOAP/REST, Zendesk, Call Data Records (CDRs)

KORE Wireless Backstory

KORE Wireless is the largest, global, independent provider of managed network and layered application services in the Internet of Things (IoT) and Machine-to-Machine (M2M) market.

The Challenge

KORE Wireless prides itself on providing IoT and M2M solutions to its customers with continuous data connectivity. The company enhanced its unmatched IoT and M2M solutions by acquiring Wyless Inc. for their platform and deep expertise in IoT. Although the acquisition activities in regards to financials, personnel, and business strategy were complete, the work of merging data and technologies was just beginning.

The IT and architecture teams had to do much of the heavy lifting in consolidating data between the two companies. The team needed to migrate all their customer data from six different systems, including KORE and Wyless device management platforms, into a single platform, Salesforce.com. "We had multiple platforms that essentially did the same thing, and we needed a common platform with a complete view (including devices, revenue, and inventory) of our customers," said the director of enterprise application architecture at KORE Wireless.

KORE needed a complete view of its customers to better serve them across products, platforms, and connectivity services. In many cases, KORE offers customers, such as Fleet Management, continuous connectivity for cross-country trips. Previously, this level of connectivity was achievable only by stitching together multiple carrier networks. Now, instead of managing multiple carriers, customers have a single source of connectivity powered by KORE. By understanding each customer's connectivity needs in Salesforce.com, KORE can assign and connect the appropriate network carriers more efficiently.

The Solution

KORE's enterprise application architecture director, a veteran in post-M&A integrations, knew that the company needed an integration platform as a service (iPaaS) that would provide speed and agility. The team chose the SnapLogic Intelligent Integration Platform (IIP).

"We had used SnapLogic at Wyless and found that it was pretty slick and made it easy to execute these integration projects," said the enterprise application architecture director. "We considered other vendors but they required an exorbitant amount of code, and we did not want to figure out what to code, how to code, or how to maintain the code."

Since then, KORE has built integrations in SnapLogic's Cloudplex and Groundplex to connect all platforms, pull in the relevant customer data, and push it into a common, standardized format in Salesforce.com. By migrating KORE's older Salesforce.com platform into Wyless' newer one, the company has improved visibility into their customers connectivity needs and eliminated data duplication that could hinder sales and marketing operations.

The IT team also connected three different ERP systems, including NetSuite, Sage 300 ERP, and Microsoft Great Plains, into Salesforce.com, allowing the finance department to pull accurate financial reports and billing information.

Business Outcomes

SnapLogic has dramatically helped KORE reduce operational costs with the ease of building integrations rapidly without a fully staffed team of integration developers. The data integrations also reduced license costs in duplicate platforms. Migrating data from the older version of Salesforce.com to the newer version has reduced 70 licenses to just one license, saving over $100,000 in license costs alone. With Salesforce.com as the master platform, KORE has complete visibility into its customers' data, improving accuracy, efficiency, and productivity while providing connectivity and services to customers.

The enterprise application architecture director and his team automated tasks and jobs to parse through millions of rows of carrier data records. Using SnapLogic's pre-built connectors, called Snaps, the team was able to parse through millions of rows of carrier data which they observed as a 54 percent reduction in time to custom coding a parsing solution. "Integration is no longer a black box with SnapLogic and the pipelines show us exactly where the data is flowing," said the enterprise application architecture director. "Its performance and ease-of-use have allowed the business to focus on our customers."

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> Director of Enterprise Application Architecture, Kore Wireless

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