snapLogic®

Boosting Employee Productivity with Data Automation at M-Files

3 Days
Completed Salesforce data migration in 3 days

No-Code
Eliminated IT burden by enabling FTEs to quickly build integrations

Productivity
Increased Sales and PS productivity with a complete view of data

HEADQUARTERS
Plano, Texas

INDUSTRY
Hi-Tech

DEPARTMENT
IT

USE CASE
Migration, Sales Automation

CHALLENGE
- Migrate data from legacy systems to newer apps
- Must scale up operations to support company's growth

SOLUTION
Implemented SnapLogic to connect Salesforce to Salesforce

BUSINESS RESULT
- Completed data migration in 3 days
- Improved IT and sales organization productivity

INTEGRATIONS
NetSuite, Salesforce, REST, Zuora

M-Files Corporation Backstory

As a global company, M-Files provides over 5,000 customers in more than 100 countries with an intelligent information management platform. With M-Files customers can connect documents and information, across every platform and repository for a smarter way to work. M-Files serves up the right information to the right people when they need it–and automates information-driven business processes all while maintaining complete control and compliance.

The Challenge

As a global company, M-Files sought to unify their sales and customer data so that all business stakeholders had access to the same information. Part of this effort started when they adopted Salesforce as their enterprise CRM years ago where the global sales organization could view their sales information. The company's IT architecture at the time was fragmented with sales and customer data in disparate systems including a separate small implementation of Salesforce. As a result, the Information and Communications Team (ICT) was tasked to connect the new Salesforce instance with the legacy Salesforce instance used by the small team.

"We needed to integrate both Salesforce systems as seamlessly as possible so the work of our business users was not disrupted," said Petteri Heinonen, Executive Director, ICT at M-Files Corporation, "We began researching ways to integrate the two instances and started evaluating tools to do that easily."

The Solution

During his search, Heinonen sought an integration solution that did not require specialized integration skill sets to build integrations. Within a week, he selected SnapLogic as their integration platform as a service (iPaaS) for its low-code integration approach. Through the SnapLogic free trial, he was able to test the tool through a web browser and build integrations without any support. "We were up and running with Salesforce-to-Salesforce integrations in less than three days," said Heinonen. "We were able to go into production without the need for developers to code any of the integrations."

The ICT team can now easily surface customer data in Salesforce without having the data live in the application, boosting the sales organization's productivity by enabling them to view all their customers' data in a single application. "Once we completed the Salesforce integration in a matter of days, we were confident that SnapLogic could help us with additional business use cases,"

said Heinonen. The ICT team expanded their Salesforce integration use case by connecting Salesforce to NetSuite and Zuora so that more business stakeholders can access real-time sales and customer data in additional application interfaces, and create data analytics and BI reporting to uncover business trends and opportunities.

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> **Executive Director**
> **ICT at M-Files Corporation**

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The Business Result

Heinonen and his team continue to expand their integration use cases to support the company's strategy and growth. Improving internal processes through integration and connectivity, for example, enables teams like Customer Success to delight customers. The M-Files global customer success organization, which provides support, delivery and managed services, now has more transparency and visibility into their projects and are empowered to see all the invoices, travel expense records, and project updates so they can better service their customers.

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> SnapLogic helps us scale up our operations by providing a quick way to implement integrations whenever we need to, all without hiring developers. A savvy, technology-enabled employee on the team can easily connect applications without coding skills."
>
> **Petteri Heinonen**
> **Executive Director**
> **ICT at M-Files Corporation**

SnapLogic powers the automated enterprise. The company's self-service, AI-powered integration platform helps organizations connect applications and data sources, automate common workflows and business processes, and deliver exceptional experiences for customers, partners, and employees. Thousands of enterprises around the world rely on the SnapLogic platform to integrate, automate, and transform their business. Learn more at **snaplogic.com**.

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