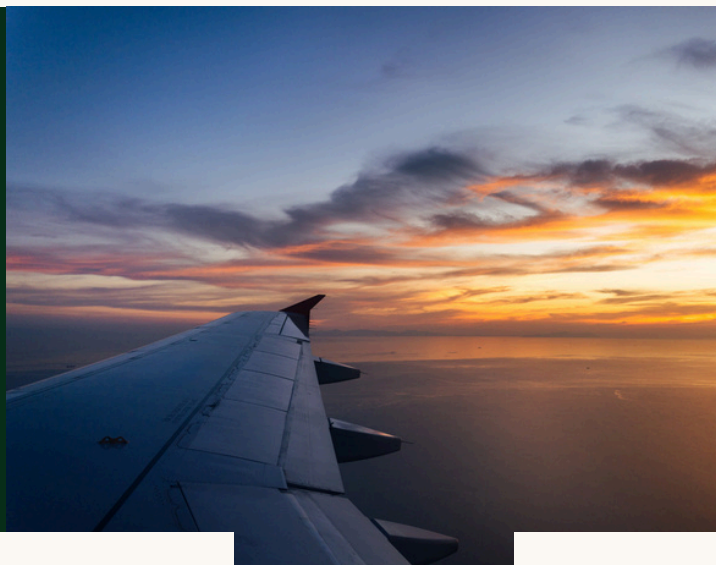# Panasonic Avionics Chooses ServiceNow® CRM & Tenon Over Salesforce & Pardot

The Challenge

Panasonic Avionics conducted a deep analysis of its customer engagement stack and uncovered growing complexity across Salesforce CRM, Pardot, Service Cloud, and a wide network of custom integrations.

Teams were forced to manage separate systems, synchronize data across multiple clouds, and navigate compliance requirements within fragmented environments—despite already relying on ServiceNow for core enterprise workflows.

The Solution

Panasonic Avionics retired Salesforce CRM and Pardot in favor of ServiceNow and Tenon, consolidating customer engagement onto a single platform already trusted across the organization.

- Single Architecture vs. Stitched Clouds: One platform, one data model, one system of action.
- Leveraging Existing Investment: ServiceNow already supported ITSM, ITOM, HR, and enterprise workflows.
- Lower Total Cost of Ownership: Reduced licensing, eliminated redundant integrations, and simplified ongoing maintenance.
- Speed to Value: Rapid deployment of CRM + Marketing Automation on a platform already operational and enterprise-ready.

The Impact

By unifying customer engagement on ServiceNow CRM and Tenon, Panasonic Avionics created a single source of truth for customer data, eliminated integration overhead, and accelerated speed to market.

This consolidation directly supports their three-year vision: real-time customer insights, AI-driven workflows, and enterprise-wide orchestration—all powered by one platform.

At a Glance

- Industry: In-Flight Entertainment & Connectivity
- Global Presence: Americas, EMEA, APAC
- Employees: 3,000+
- Technology Footprint: ServiceNow across ITSM, ITOM, HR
- Customer Base: 300+ airline partners

Challenges

- Panasonic's Salesforce ecosystem created fragmentation:
- Multiple Salesforce clouds with separate data models
- 12+ integrations required to maintain data consistency
- Compliance complexity across disconnected systems

Benefits & Outcomes

- Eliminated integration tax (no ETL, no sync delays)
- Lower total cost of ownership
- 6-month deployment vs. 18+ months on Salesforce clouds
- Unified governance and security across the enterprise
- Foundation for AI-ready, real-time customer 360 view

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