

Case Study

Integrating SAP and Salesforce to Automate Sales Intelligence and Empower Decision-Making Across Emerging Markets

Client Overview

Global agricultural enterprises require tightly aligned CRM and ERP systems to monitor volatile global sales pipelines and pricing strategies. This case study details how a multinational crop protection chemicals and seeds company—a global leader in sustainable agriculture bio solutions—overcame severe data silos. Faced with disrupted automation and a lack of integration between Salesforce CRM and SAP, the organization deployed Qlik Sense to perform advanced data modeling and transformation. The resulting automated dashboards successfully track process KPIs and deliver periodic business analysis, empowering management teams in emerging markets with strong data-driven decision-making.

The Challenge?



System Disconnects

A critical lack of integration between Salesforce CRM and SAP systems.



Migration Fallout

New systems integration and migration initiatives caused disruption to earlier automation



KPI Blind Spots

A widespread lack of understanding and insights into the key sales processes and KPIs.

Solution Delivered



Cross-Platform Extraction

Proficiently navigated both Salesforce and SAP data models for data extraction and mapping.



Dataset Unification

Seamlessly integrated the disparate CRM and ERP data sets for comprehensive analysis.



Qlik Sense Automation

Performed data modeling and transformation within Qlik Sense to develop automated dashboards for process KPI tracking.



Targeted Analytics

Focused on insights generation from the analysis of Sales Orders, Price Variance, Approval status, and Discounts Analysis for the Sales Leadership Team across various geographies.

The Impact

Restored Enterprise Connectivity

Established seamless data connections with SAP and Salesforce, harnessing valuable information for insightful analysis.

Emerging Market Enablement

Generated insights and provided business analysis to teams on a periodic basis, specially empowering emerging markets.

Advanced Data Modeling

Created robust data models within Qlik Sense for significantly enhancing the scope for data-driven decision-making.

Automated Executive Insights

The organization leveraged Qlik Sense to reliably deliver periodic business insights and strong data-driven decision-making support.

Outcome

When system migrations disrupt analytical workflows and CRM/ERP platforms remain siloed, global sales leadership loses critical pipeline visibility. By meticulously mapping Salesforce and SAP data models and leveraging Qlik Sense for data transformation, this multinational crop protection leader successfully eliminated its data bottlenecks. The automated intelligence platform now provides the exact price variance, discount, and sales order insights required to drive strategic, data-driven decisions across global and emerging markets.



Interested in a customized solution designed to meet your unique requirements and achieve comparable results?

At Exponentia.ai, we partner with businesses to address complex data challenges and build trust in enterprise data. Our approach helps organizations streamline data management, improve visibility, and empower teams with reliable insights for better decision-making.

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