ANNOUNCER: Thank you for joining us, and welcome to the Insider Tips: Manufacturing Best Practices through Cloud Computing and Rapid Integration Webinar.

I would now like to introduce the speakers. Dwight Moore is the global industry executive for manufacturing distribution and retail for salesforce.com. Dwight has spent the last two decades working for and with manufacturers, distributors and retailers to deliver sales and marketing improvements through game changing technology innovations.

Dwight overseas the solution roadmap, industry marketing and partnerships in the manufacturing, distribution and retail sectors within salesforce.com. Previously, Dwight held marketing and product leadership roles in mobile marketing and business intelligence startups as well as at Seibel Systems, where he led the consumer goods vertical segment.

Dwight earned an MBA from Northwestern University and a Bachelor of Science degree in Business Administration from the University of Colorado, Boulder.

Jaime D'Anna is the senior product marketing manager at Cast Iron Systems, IBM, driving product marketing activities ranging from corporate messaging, channel enablement and product positioning to leading strategic programs and collateral creation.

With over 15 years of professional experience, Jaime has held roles in product marketing, product strategy and presales engineering for various ERP, CRM and Internet applications in companies such as Oracle, OpenText and Documentum. He holds a Bachelor of Science degree from Santa Clara University as well as a number of industry and regulatory certifications.

Steve Lippock is vice president of CRM sales and business development for Summa, driving businesses for Summa's CRM practice and managing the partnership with salesforce.com. Steve founded Harvest Gold, now part of Summa, in 2003, and built the company into a leading provider of planning and implementation services for the salesforce.com CRM software system and the top salesforce.com delivery partner.

He has over 25 years of sales experience and 15 years of sales management and executive experience in various industry. Steve earned a Bachelor of Science degree from the University of Pittsburgh in economics.

I would now like to introduce today's moderator, Jaime D'Anna, senior product marketing manager, Cast Iron Systems, IBM. Jaime, over to you.

D'ANNA: Thank you so much, Judy, and thank all of you

for attending today's Webinar entitled Insider Tips:
Manufacturing Best Practices through Cloud Computing and
Rapid Integration. What I'd like to do really quickly is
just set expectations by going over the agenda. And Judy,
can we please advance to the next slide. There we go.
Okay.

So, first of all, we're going to start off with Dwight from
salesforce.com who will be going over cloud computing for
manufacturers, essentially going over how salesforce.com can
enable manufacturers to increase productivity and efficiency
through very specialized tool sets provided by
salesforce.com.

I will be following that with rapidly connecting
salesforce.com to your enterprise -- so, giving you
information on how integration of CRM to ERP systems can
also drive that efficiency and productivity that
manufacturers are looking for with today's challenging and
very competitive economy.

Next, we'll be followed by Steve from Summa who will be
talking about manufacturing best practices. We'll follow
that with a 10-minute demo and get to you with some of your
questions and answers. So, let's start out with Dwight
Moore from salesforce.com industry director for
manufacturing sector. Dwight?

MOORE: Great.   Thanks, Jaime, and thank you everyone
for joining today.   We're going to be talking about cloud
computing for manufacturers.   And first before we do that,
salesforce is a publicly-traded company.   We're on the New
York Stock Exchange under the ticker symbol CRM.

And just sharing the safe harbor statement with you that any
purchase decisions that you make should be made on existing
functionality not any future functionality.   You can find
details of this on our Web site at salesforce.com.

So, let's talk about manufacturing and some of the
challenges.   In my discussions with manufacturers across the
globe, I think there is general agreement that times have
never been more challenging, especially as we emerge out of
the recession and the recessionary times we've seen over the
past couple of years.

First and foremost, manufacturers sell frequently through
the channel, so they have limited visibility into what that
actual end user or consumer demand might be.   They're
selling through distributors and dealers and brokers, et
cetera.   And because they don't have that direct connection,
their visibility is clouded.

And this continues to be a challenge, and it becomes

accentuated in recessionary times as the channel partners cease the purchasing as they bleed through their remaining pipeline of inventory. And then there's a whipsaw effect as we've seen over the past six or eight months: as the economy has improved now not only are manufacturers having to fulfill the actual demand, but refill the pipe. So, a lot of companies look to cloud computing to better integrate with their partners to work more closely with them to improve that visibility.

Next, globalization. And we're seeing this as an amazing opportunity for manufacturers as globalization has occurred and they're finding new markets and new opportunities for their product. But their customers also are growing globally and oftentimes the manufacturer has multiple account teams dealing with a single customer...

And it's important to be coordinated and to collaborate and not find themselves in a position of being price picked perhaps by a customer and so they have kind of one view to that customer and able to serve them accordingly. And again, manufacturers look for, how do I collaborate, and the cloud and cloud computing really offers a platform for doing so.

And then finally, how do manufacturers stay ahead and prevent from being commoditized in today's competitive

marketplace? And really, it's all about innovation. It never has been about price competition; it's about innovation, it's about service, it's about differentiation.

So, how do manufacturers stay ahead? And the reality is there's a huge community between their partners, between their employees, between their customers, where they can tap into and get those innovative ideas and be able to execute on them more nimbly. And again, the cloud can help empower that.

So, let's talk about cloud computing and really it's for companies of all sizes. And we're seeing companies that face these challenges leverage cloud computing whether they're a small business, a medium business or a large business. And cloud computing can fit all of them. The reason is because it's really accessible by all.

If I have a connection to the Internet, I can access cloud computing technology, and it really becomes a democratization of technology where in the past, only the largest companies could afford the software to run their business to the degree that is needed; now all companies of all sizes can.

So we can see here the number of companies and logos with which you're familiar -- and I'm sure some that you're not

-- are leveraging cloud computing on the salesforce platform
really to deliver innovation to remain competitive in the
market and to get that visibility to demand that they
sometimes have been lacking.

So let's move to the next slide and talk about cloud
computing and what really is cloud computing. Salesforce as
a leading in cloud computing, we've been doing this for a
dozen years, since we were founded in 1999. And we really
view ourselves as an evangelist of cloud computing.

And really, cloud computing is the next evolution of
technology. We can go back to the 1960s when really kind of
the birth of computing, it was all about mainframe
computers. And that's how people accessed, how companies
accessed computing to really drive automation and decision
management in an automated way.

And as we see that evolve into the eighties, we saw the
whole on premise software where I could deploy that software
now in my business by the servers to run applications, by
the servers and databases to store the information and then
access it through a client, through a client/server means
from my desktop which was really revolutionary, because now
this computing is available to many more businesses.

And today we're at the point where given bandwidth and the

accessibility and really ubiquity of the Internet, companies
now are able to manage that in the cloud. And really, so
why should this matter? And let's go to the next slide and
talk about that and what is cloud computing at its heart and
how does this really drive benefit to businesses.

And it really comes down to what we call the multi-tenant
model to cloud computing. I presume most of you are in
offices and office buildings today, so I'm going to use this
as an analogy.

Think about the office building you're in, and it has shared
services across that building -- everything from the lobby
downstairs to the elevator to the electricity and other
utilities. Yet as a business, you're able to customize your
own office space, your own carpet tiles and the wall colors,
and outfit it with the desks that you can be most
productive.

This for salesforce is our vision for what cloud computing
should be and what we deliver. And so the idea is all
companies can be running on the same infrastructure, the
same architecture stack and they can customize and configure
it to their requirements yet take advantage of advances in
technology.

So, just in the office building, when the lobby gets

remodeled and everyone gets the benefit of that, with the multi-tenant cloud computing infrastructure, when new innovation comes out -- let's say connectivity to social media networks or mobile support for things like the iPhone -- that becomes immediately available to everybody in that infrastructure.

Now, there's a couple of other benefits of cloud computing that are important to understand. Because this is accessing the Internet, there's no infrastructure. You don't have to worry about buying new servers or new databases. So as demand for the computing services increases for your business -- you want to add new users or add more customers, et cetera -- you don't have to invest more in buying new servers and databases.

It can scale up to meet those needs. And similarly, when your businesses require, it can scale down. It also provides the flexibility to manage your business in innumerable ways, because the Internet as we know is very flexible.

And finally, from the cloud computing platform, salesforce provides an application architecture where you can build your own applications. And in fact, it's faster to build them on the Internet than through what we call our force.com platform than through traditional means. And this is

something that IDC has done some research on; we'd be happy
to share those details with you later.

So, if we go on to the next slide. Salesforce is a
recognized leader in cloud computing -- again, we've really
pioneered the space -- and today we have more than 92,000
customers, many of them manufacturers, that are leveraging
our cloud computing applications and infrastructure today to
run their business.

So today we're at about a $1.8 billion run rate. We should
cross the $2 billion threshold later this year. And we're a
recognized leader in application categories such as sales
force automation, customer service support in the cloud as
well as application infrastructure and basically the
application infrastructure where you can run your business
and customize applications.

So, let's go to the next slide and really talk about what
we're seeing this evolution move forward. And we talked
about the evolution from mainframe to client/server, but
actually the transformation is more dramatic than that. In
fact, every 10 years as computing technology advances,
really the power of that technology increases by tenfold as
does the accessibility.

So to think where we're at today, you know, if Internet

cloud computing emerged 12 years ago -- basically the last
decade -- what is this decade all about? And it's really
about mobile computing and it's about social computing.

A couple of things to take note of. Last year, the use of
social networks exceeded the use of e-mail for the first
time. So, you know, people are moving more towards a social
computing paradigm. And one need look no further than your
purse or your pocket and that mobile device that you have,
that smartphone, or how many people that you see and
encounter with iPads, to recognize that mobility has truly
taken hold.

And what we're seeing now is the influence of consumer
computing behavior now influencing the business where the
opposite might have been true in the past. This is truly a
consumer-led revolution, and that really has changed our
expectations.

So if you move to the next slide. What we are talking about
is this change of expectations, is the movement from Cloud 1
to Cloud 2. So with Cloud 1, it was all about ease of use.
 You know, think about how easy it was to order books off of
Amazon, or to do a search with Google, or buy something off
of eBay. And so, Cloud 1 was all about ease of use, didn't
require any training. It was fast and I had all the
information available to me.

Well, Cloud 2 is all about social, mobile and openness. So think as consumers and how our use of technology has been informed of consumer applications such as YouTube, such as Facebook, such as Twitter. And so we're seeing this transformation happening from Cloud 1 to Cloud 2, and just as what we were informed from this experience as consumers back in the turn of the millennium, we're now being informed as consumers about the social and mobile access. And those are our expectations as we enter the enterprise.

So, let's go to the next slide, and this is what we call the Facebook Imperative. And this is important for companies to consider, because the workers of the future are coming in with these expectations. And it's amazing, consumers are working with technology that's three, six months old and they're coming into the workplace with kind of an expectation of having similar tools.

And frankly, they will look to those companies that provide them those tools and preference them when they're making their career decisions. There's been a lot of research on this.

So we talk about, what's the difference between Cloud 1 and Cloud 2. You know, Cloud 1 was about having to pull information, having to search information. There was no

location awareness because I was at my desktop, and chances
are I was accessing the Internet from a Wintel-based
computing platform.

Contrast that today, where the expectation is to have feeds
of information pushed to me based on the Facebook paradigm
of, I'm following my friends, I'm following the brands I'm
interested in. There's a whole touch aspect. No one needs
to look any further than the iPhone and the iPad revolution
in how I can now touch and manipulate the information.

There's an expectation of location awareness. It should
know where I am at and deliver information that's relevant
to me at that time. And the computing platform has changed.
 It's no longer Wintel, but it's IOS, Ruby, Java and other
application infrastructure.

So this is what salesforce is about, is really helping
enable this transformation of technology not only to cloud
computing but now to Cloud 2, social, mobile and open. If
we go to this next slide, we'll walk through, what does
salesforce actually deliver?

Fundamentally we have a database in the cloud, we call those
database.com. And this is where you can store all of your
information for your enterprise, and you don't have to worry
about, is it DBA, or where the database is, or any

scalability or redundancy of the database. We take care of that, and that's the benefit of cloud computing, is you can focus on innovation not the infrastructure.

Next on top of that we have force.com, and this is the application toolset that companies use to customize applications or to build applications fresh themselves. On top of that, we have really three core categories of products that are around salesforce automation we call the sales cloud; service and customer service automation we call the service cloud; and then, AppExchange. And AppExchange is a whole community of partners that have written applications that run on this same technology stack.

And so you can go to the AppExchange at salesforce and you'll see a library of more than 1,000 applications. It's like the iTunes of enterprise application software. And then on top of that is what we call Chatter, the collaboration cloud.

And we're seeing really this is a fundamental game changer for businesses as it breaks down the silos between the four walls of their enterprise so they can better collaborate, be more responsive. And we're seeing this is a new application we've launched in the past year, and really it's a game changer for those that have adopted it.

So let's go to the next slide, and I'll just wrap up with
what does Cloud 2 mean for manufacturing? So we've talked
about cloud computing, we've talked about some of the
elements in kind of the core architecture. But what does
this mean from a business perspective?

Well, first of all, it's about enterprise collaboration,
being able to collaborate marketing with R&D, sales across
account teams like we talked about so they can serve those
global customers. And really, throughout the enterprise.

Next we have supplier and customer portals, again, to get
that improved visibility across that demand chain and supply
chain to enable the collaboration to occur through portals
and to be able to share information whether sharing leads or
getting lead referrals from partners, or sharing innovation
ideas with suppliers, really a key capability that cloud
computing enables.

The whole mobility -- we talked about mobile sales, but
importantly, mobile field service and enabling your people
to access the information in real time out in the field and
not get blindsided as they go on a sales call about that
service issue that was called in six hours earlier.

And then what we see is improved integration with customers
and more manufacturers wanting to reach out and engage

customers in terms of commerce and in terms of marketing directly to those end users and end customers, the consumers. And, both in a commerce as well as in an engagement perspective, because the Internet enables that.

Not to be forgotten, the whole machine-to-machine communications. So now I can get alerted through the cloud for any number of things. Maybe one of my products that I've placed at a customer is having an issue and it can alert me.

Maybe it's a device that a consumer has bought that is networked and I can help monitor and manage that on their behalf. So cloud computing opens up a whole new realm of machine-to-machine communication. And then finally we talked about getting the innovation edge. We're seeing more manufacturers invest in innovation communities to crowdsource that next best idea.

So here's some things to think about in terms of Cloud 2 and what it might mean for your enterprise. We'd welcome to have a further discussion. And what I'll do now is I'll hand it back over to Jaime, because one of the key things that for all of this to work is integration, because you have other applications in your business to which these things need to integrate. And so, we'll have Jaime talk about integration in the context of manufacturing.

D'ANNA: Thank you, Dwight. So, to recap. We've seen
how best of breed cloud technology such as salesforce.com
can specifically drive efficiency and produce better results
in manufacturing specifically through fostering
collaboration and getting various departments to coordinate.

So, many of you in attendance may be considering adopting a
cloud or SaaS application such as salesforce.com, CRM and
others of you may have already deployed SaaS applications
and are seeking to maximize your investment by integrating
them with your on premise systems.

So in this segment of the Webinar, we'll show you how in
both scenarios partnering with IBM can enable you to
accomplish your goals of streamlining business processes and
resolving those line of business challenges found in
manufacturing through cloud integration.

Now, to start off, I'd like to briefly highlight some
relevant facts about Cast Iron within IBM as a company. We
identify ourselves as number one in cloud integration and we
can make this assertion as we've been around for nearly 10
years and have established our presence as thought leaders
in cloud integration, pioneering strategies and technologies
for SaaS and cloud integration with specific emphasis and
focus on speed and simplicity.

We often use the tagline, "integration in days" because we have many case studies and proof points where we've done just that. In total, we have thousands of customer integrations successfully connecting cloud and on premise applications.

Our success in solving these integration issues has led to consistent growth as a company in no small part due to our satisfied customer base evident in our retention rate of 96 percent. The speed, simplicity and effectiveness of our solution is recognized as a best in class solution by a number of awards, all of which we proudly invite you to view on our Web site in detail.

So, Cast Iron as a company as well as its solution has resonated within the analyst community for years. In fact, Cast Iron's best of breed technology, successful cloud integration strategy and satisfied customer base were among the top drivers which prompted IBM to acquire Cast Iron as a company.

To set the stage, the manufacturing sector has many specific line of business needs which can often be effectively resolved through adopting cloud technology such as the salesforce.com suite of products. Due to the many benefits and considerations they bring such as ease of use,

deployment reduced maintenance cost efforts, overall cost effectiveness...in fact, with a compound annual growth rate of 27 percent, the cloud space is the fastest-growing sector in the software industry today.

And the reality is that while many customers are adopting public cloud or SaaS applications such as salesforce.com or building their own private cloud applications, they still use and maintain their enterprise on premise systems such as SAP and other packaged applications or even homegrown applications built on an open architecture or database.

So, this has created a hybrid environment, and as such, there is a need to connect the cloud applications with their existing on premise applications to optimize performance, increased sales productivity, maximize resources investments.

Essentially once the need for integrating two key business systems such as CRM and ERP applications has been assessed, you may have realized that there are a number of other applications in your enterprise which have dependencies and effects on your data such as billing, inventory or even a database containing all master data.

So this growing complexity is why customers just like you have been seeking solutions to integrate data and

applications within their manufacturing processes. So previously what our customers noticed is that all their application integration needs are growing more and more complex. The available solutions have been limited.

So let's take for example custom code. If an organization has enough IT resources and programmers to create a one-off custom integration, this can often be a tempting solution. However, this presents a number of resource intensive hidden costs in maintenance, support and any future changes should the need arise to grow the solution to integrate to more applications.

The second solution is to go with an on demand option specializing in simple cloud to cloud connectivity. So while this may be a low-cost tempting solution as well, it doesn't offer the scalability and functionality to address on premise or hybrid scenarios. In short, pure play on demand point-to-point solutions are not equipped to handle complex processes and connectivity to back office applications.

So the third option would be to consider a traditional on premise solution, and these solutions are based more often than not on a classic ETL -- or, Extract Transform and Load -- architecture design for extracting, processing and storing large quantities of data. This, we'll call it an

older architecture, also equates to a longer installation
and implementation side as well as a much larger IT
footprint.

So most importantly, SaaS applications because this is built
on an older architecture are almost an afterthought for
these vendors, meaning they may have a cloud solution as
well but it's completely separate to the on premise product
that they're offering. So you'll end up purchasing and
maintaining two or more complex systems to resolve one
single problem.

And it's due to the complexity of the hybrid world and the
shortcomings of the offerings I just described that
integration is among the top concerns for IT executives when
it comes to adopting SaaS applications.

This is reflected in a recent survey by Saugatuck, arguably
the leading analyst for cloud computing. So when Saugatuck
asked a group of IT executives what were their top concerns
regarding SaaS or cloud adoption and deployment, integration
was second only to security on their list. And the concern
for integration was not only relevant to enterprise
applications but the same integration concerns came up for
flat files, data structures and other SaaS applications.

So the complexity of cloud applications to connecting these

cloud applications to the enterprise and the limitations of current solutions available are precisely why IBM Cast Iron developed WebSphere Cast Iron Cloud Integration for organizations specifically in the manufacturing industry just like yours.

So WebSphere Cast Iron Cloud Integration was designed to meet the specific needs of connecting your cloud applications, on premise applications and any hybrid environment between the two. It can connect one to one or scale to connect one to many application endpoints, providing a platform to effectively and rapidly consolidate and manage the application functionality in your enterprise regardless of how it was deployed.

So what makes WebSphere Cast Iron Cloud Integration stand out from the three previous options mentioned are that it's rapid, flexible and simple. So, let's go into a bit more detail on why being rapid, flexible and simple makes this platform unique as well as the preferred option for organizations seeking to integrate their applications.

The first and arguably the most important point is WebSphere Cast Iron Cloud Integration provides rapid success due to the many features and functionality sets of the product based on the customer requirements that we just described and our leadership in the cloud connectivity space.

So this includes the need not only to have native connectivity to industry-leading SaaS or cloud as well as enterprise applications, but every type of database, custom application, Web service and connectivity protocol.

Second, WebSphere Cast Iron Cloud Integration is the only platform available that provides a complete flexibility in deployment options. In other words, you can build, run and manage an integration between applications such as salesforce.com and SAP and deploy it using a physical on premise appliance, a virtual instance of that appliance or completely in our multi-tenant cloud service.

It is the only solution that allows for this choice of deployments using the same product and code base interchangeably. Because of this, it is future proof -- meaning, you can start off with one form factor today and easily scale or move to another over time in order to meet your IT goals and strategies.

Another important feature is simplicity, specifically a configuration not coding approach. WebSphere Cast Iron Cloud Integration provides a simplified user-friendly template based approach via the Template Integration Process or TIP.

These are templates of common integration scenarios which can be used as a starting point for your integration projects. You are not alone in your integration needs and should not have to reinvent the wheel. So Cast Iron gives you the benefit of previous success and best practices available through our community of customers.

And finally, this is one platform for all types of integration projects. You can use WebSphere Cast Iron Cloud Integration for data migration, process integration or even UI mashups for taking relevant data from a back office application such as SAP and displaying it within a commonly used front office application such as the many salesforce.com products we saw previously.

So to quickly recap, this value of having a complete solution translates to lower risk, saving time and cost associated with building and deploying connectors for each new projects, and having one platform for all types of integration projects. So that also gives you a very quick return on investment and lower TCO or total cost of investment.

Okay. So, that's a high-level overview of what makes WebSphere Cast Iron Cloud Integration complete as an integration platform. So, Cast Iron took the functional requirements coming from organizations just like yours and

saw the deficit in existing product offerings available in the market. It architected this platform with the goal of completely mapping to your organization's cloud strategy by providing all the functionality needed to meet the integration goals and requirements that IT and business were demanding.

So, using line of business as an example within the manufacturing space, let's take a moment to put ourselves in the shoes of someone on an account team in any given organization. It goes without saying that in today's environment, proactive manufacturing companies are looking for that competitive edge, namely when selling. And many IT organizations have sought best of breed technology, namely the user friendly cloud CRM system salesforce.com for their account teams as a single point of access for their customer information.

So, during the course of the sales cycle, the account team may have many questions regarding specific issues pertaining to their customers such as the status of an order shipped, any outstanding support issues from previous orders, questions regarding billing, et cetera.

And as is often the case, this business critical data is not located in their CRM system particularly and may actually be located in other silo'ed departmental applications. So,

when this customer information which is so critical to the
sales cycle is located in these disparate systems, the
challenge is first to identify where these systems are
located.

In this scenario, under the best of circumstances, the
account rep will spend quite a bit of time logging in to
multiple systems and searching for key data which might not
even be accurate due to the fact that it's been manually
entered from one application to the next. This is a very
error prone process, but the sad reality is that in many
cases the account rep will not even have a license to access
these systems to begin with.

So if the salesperson cannot answer these key questions for
their customers, this may result in prolonging or even
jeopardizing the sales cycle. So the question for IT then
becomes, how can this line of business pain -- specifically,
the account team not having access to the business critical
information located in other systems -- be resolved?

And the answer is WebSphere Cast Iron Cloud Integration,
which provides connectivity to applications throughout the
enterprise in order to give the user real time bidirectional
information that might otherwise be silo'ed or out of date,
even erroneous due to that manual double entry we spoke
about.

So, connecting these applications with your CRM investment
means you provide a 360-degree customer view for your
account team from within a single application, reducing man
hours spent searching for information, reducing sales
cycles, automating and accelerating key business processes;
and ultimately, increasing customer satisfaction and
retention by providing them the most up to date and accurate
information.

Using salesforce.com as an example, we can see the power of
WebSphere Cast Iron Cloud Integration as it extends and
expands the existing functionality of the sales cloud,
service cloud, custom cloud or the newest offering, Chatter,
by providing real-time feeds to all account applications
from back office systems throughout the enterprise.

So, by identifying these key business processes and the need
to connect applications managing the data associated with
them, it can use WebSphere Cast Iron Cloud Integration to
facilitate that dialogue between IT and line of business in
order to resolve specific business pains found within
various departments through connectivity.

So, a few quick examples of our proven success integrating
applications which you might find relevant is that we see a
number of organizations which had the need to connect their

SaaS or cloud applications to various back-end on premise
systems or possibly even other cloud applications.

I'd like to highlight the duration of these projects. As we
can see, these large organizations which had many times very
complex integration projects and various complex back office
systems were able to accomplish this in a matter of days --
so we see anything ranging from eight days to 21 days on
this chart.

But I'd also like to say that they were able to leverage
Cast Iron's product, WebSphere Cast Iron Cloud Integration
in order to perform future integrations. So, it was not
only a one-off solution but a platform used for all
subsequent connectivity projects and connectivity. And once
again, that's connectivity to one to one or one to many
systems.

So, while WebSphere Cast Iron Cloud Integration can be used
to solve business and IT challenges across industries, let's
take a moment to highlight an excellent example of a
customer of ours in manufacturing which was able to overcome
specifically connectivity challenges; namely, connecting
their CRM to ERP systems. And that customer is Piab.

Piab is a leading global manufacturer in vacuum technology.
 They have sales offices, manufacturing facilities,

distributors, shipping facilities and vendors around the
world. And as is often the case in manufacturing, different
teams and locations selected different applications
independently based on their own regional preferences.

So over the years, this created an environment where
information became silo'ed due to the fact that different
geographies or even different departments did not have
visibility into other key business critical systems; namely,
ERPs, which were essential for their operations.

So I'll give a quick example. If a sales office in the U.K.
placed an order for a client locally in the U.K. into their
salesforce.com CRM system, they would then check inventory
in their local warehouse to find out what was in stock, how
soon they could ship, et cetera.

So if they found out that something was out of stock, they
had to call, e-mail other otherwise track down inventory
from another location or vendor. And Europe being a small
place, they might have called, say, the French location,
Scandinavian locations, et cetera.

So, if they were able to hunt down a specific part or a
specific product, they then had to get all of that order
information and input it manually back into salesforce.com
into their CRM system. So this created an environment with

a heavy reliance on manual data entry which led to a high
risk of inaccurate, out of date or even erroneous
information.

So, Piab's focus on customer satisfaction and its dedication
to making the job on the account team easier led to an
extensive evaluation on how to best resolve this pain of
streamlining their order to shipment and consolidating their
inventory information across geographies. One of the
options they considered was an EDI solution, but that was
very quickly ruled out due to the fact that it was very
costly to implement and maintain.

As the project was scoped, the IT management determined that
this project needed to be completed within 45 days in order
for them to meet their budgetary constraints for the year.
This led Piab to research, evaluate and subsequently
implement WebSphere Cast Iron Cloud Integration.

So Cast Iron allowed Piab to integrate salesforce.com with
all their disparate ERP systems globally. So this includes
Jeeves, Peachtree and a host of custom-built applications
among them. So this allowed the account teams to enter
orders into salesforce.com and then search for the available
inventory across geographies if necessary.

More importantly, once an order was placed in

salesforce.com, the shipment could be tracked without leaving the CRM system. It was automatically populated into that ERP system, and this created a huge increase in worker productivity which resulted in an ROI within nine months.

Piab also enjoyed an increase in customer satisfaction due to the fact that timelines were reduced and accuracy of their response was increased. So, when customers would call in, the account rep having, we'll say, the most visibility into that client relationship was able to convey all that information on a one-to-one basis rather than the client having to call support or accounts receivable, shipping, those types of things. So, the account manager, the account rep, effectively became that hero with the client.

So this entire integration and roll out between salesforce.com and multiple disparate ERP systems was accomplished in 14 days, far surpassing Piab's need to do so in 45 days. And I just want to point out that this underscores Cast Iron's model of integration in days.

So, we've seen the value of utilizing salesforce.com, the best in class cloud CRM specifically in the context of manufacturing. And we've also seen the need and benefit to effectively connect the CRM systems to ERP systems in other business critical systems with regard to Cast Iron being the leader in cloud integration.

So now let's take a look at the best practices behind the technology, which can drive today's manufacturers to successfully meet their connectivity goals. With that, I'd like to turn this presentation over Steve Lippock of Summa.

LIPPOCK: Thanks, Jaime. So, we've heard from salesforce about a platform to develop applications and products that they make available including CRM to help us manage our businesses. And we've heard from Cast Iron about the technology that we need to integrate that platform and that user interface with all of the information in our back office systems that we need to become more productive.

Now we're going to talk about some of the actual business challenges that we face and how we can leverage that platform and the products and the integration technology together to help our businesses run more smoothly.

So, about Summa. We are a little bit unique in the channel in that we are both an IBM Business Partner and a salesforce.com business partner. And the advantage that gives us is we have lots of experience working with back office client/server and mainframe environments in addition to implementing solutions on the salesforce.com platform.

Over the course of our relationship with salesforce, we've

implemented over 200 systems with salesforce customers in the manufacturing, insurance, healthcare and high tech industries.

So we're going to focus our time today talking about some of the specific business challenges that many of our manufacturers communicate to us that they face out there in today's market -- in particular, channel management is one of them.

So, a channel sales approach is very, very advantageous in terms of outsourcing the cost of sales and the cost of inventory to our channel partners where we give something up in exchange for that. We give up owning the direct relationship with our prospects and our end customers. So, we assume some level of risk in doing that. So the question is, how do we manage our distributors and manufacturer reps in a way that can mitigate that risk?

Account management has also been the challenge for some of our clients. As we've learned through the prior speakers, there's lots of disparate information in back office systems and across the organization. So, how can we set goals for our top accounts and track both the potential business and our actual shipments and results against that goal all in one place?

So, being able to develop those sorts of account plans and sharing and collaborating in the execution of those plans with our channel partners is also a business challenge that we'll talk briefly about today.

In terms of customer service, how do we add value to our end customer relationship by giving them direct access to order status and invoicing data, for example, in a way that also gives our sales people and channel partners visibility into those support related inquiries?

So, not only do we want to add value directly to our end customer relationship, we also want to add value to our channel partner relationships and enable them to better support and service our customers.

In terms of the quote to order process, we'll talk about a couple of different scenarios there where we can help streamline and automate the process of actually delivering a quote and taking an order and exchanging information between your front end systems -- namely, salesforce -- and your back office ERP or MRP system as well.

So, deep diving a little bit more into channel management. We talked about the risk of outsourcing the relationship ownership of our end customers to our channel partners. So we really want to provide an incentive for our partners to

collaborate with us more closely and get more visibility into their activities, into their prospects, into information about the end customers who are actually buying our products.

But our manufacturer reps and our distributor reps, they don't work for us. So it's a very difficult thing to get them to log into our systems and share that information. So as a best practice, how do we do that? We do that by creating a partner portal that has real and significant value to our channel partners to give them an incentive to collaborate with us and provide us with that information that increases our visibility into those efforts.

So, we need to provide a portal that gives them faster and easier access, first and foremost to leads but also to other customer information and sales resources, product industry expertise that they might be able to use in the sales cycle to help enable their selling efforts in the field.

Moving on to account and sales planning. We talked about the difficulty of actual forecasting performance against an account level goal. So, we work with our clients first and foremost to develop an account planning approach. And what we've found through many implementations, that there are four key components to developing an account plan, the first being goal setting.

So, we can set consolidated goals for an account, so one high-level revenue or shipping goal for our customer account, or we can actually section off those goals and assign goals by product line. And we might also set those goals by time period as well, so we can make those goals quarterly or annual, whatever makes the most sense for your business.

We can easily capture those goals right at the high-level account record in the details of that account record; or, on a custom planning record that we've developed for some of our other clients that we'll share with you in a minute.

The second key component of an account plan are your forecasted sales. So, we pulled these from the opportunity records in salesforce.com. The question is, what can I reasonably expect to sell? What projects have we identified, and what potential increases can I identify with the existing projects? So, identifying the forecasted sales, new revenue and increased revenue from existing projects is the second key component to developing an account plan.

The third component is measuring the actual results. So we do that by pulling orders, invoices, shipping records -- anything that has a direct and relevant relationship to

revenue recognition from a back office accounting or MRP
systems. We pull those into salesforce.com so we have
access to that information and attach that to the account
record.

The fourth key component is a summary of that information
and forecasting performance versus goal. The way we do that
in salesforce is creating summary roll-up formulas on the
account record that actually sums the pending sales
information, the actual shipping results and compares that
to the account goals that we've established for that
particular customer.

So, we can get fancy with graphics, but at the end of the
day, the numbers are what are important, and it really gives
us a total picture of that customer and we can see based on
what our forecasted sales are, what we've actually
recognized as revenue, what percentage of our goal are we
forecasting to hit over a 12-month period of time, for
example.

The third business challenge that we talked about was
customer service. And the key here is that lots and lots of
people are involved in solving problems for our customers.
It might involve RMAs, it might involve shipping status,
damaged goods. There are all kinds of questions and issues
that come in through various channels, and it's very, very

difficult for the entire channel community to collaborate in
the resolution of those problems.

Salesforce gives us a good tool with Chatter to enable us to
do that, not just from a portal -- which is one part of the
solution -- but also from any handheld or intelligent device
out there in the field. So if you have a manufacturer rep
or a distributor rep or one of your own direct employees out
in the field visiting with the customer, we can literally
collaborate on site via a handheld device in order to solve
a problem on the spot.

With the quote to order process there's a couple of
different scenarios that we've seen with most of our
customers. And there might be some middle ground with these
scenarios as well, but at either end of the spectrum you
might have commodity products that people order from a
catalog, and at the other extreme you might have very highly
custom configured products that require a lot of design and
collaboration in order to even get to the point where you
can generate a quote or a proposal.

With the commodity stock products, the key here is to
automate the generation of the quotation out of
salesforce.com, and you see a graphical representation of
that here. Delivering that either through a portal or by
e-mail, maybe by enabling an e-signature in order to

finalize that quote. And once we close out that opportunity in salesforce, auto generating the order record and pushing that back into our back end system for processing.

With custom configured products, we might develop the capability to configure complex solutions within salesforce either by building our own force.com application or by leveraging some of the AppExchange partners out there like BigMachines to implement custom configuration capabilities within the salesforce.com platform.

Or, if you have a custom configurator that you're using already and you're configuring your solutions outside of the CRM platform, we could simply attach a design document and related files to the record in salesforce.com and again enable sharing and collaboration through Chatter to give our channel partners access to those drawings and those design documents so that we can collaborate on a final solution.

So, as an example, you'll see a screen capture here of one approach to account planning. You'll see in this scenario this particular customer and this approach that we recommended supports account planning for both bookings and shipping.

In the bottom part of the screen, you see a plan category record that says that we're forecasting for specific

category and subcategory of product over a four quarter

period of time. And that all rolls up to the account plan

record which then rolls up to the master account record

itself to give us an annualized goal for that account that

we can compare against actual results.

And here you see an example of back end data, and as we're

pulling orders, billings, quotes and booking records. And

from a back office system, you see an example of how that

might be represented in salesforce.com.

So, we do have a case study with a company called Matthews,

International. I think we've heard some case study material

before, and I know that we're all anxious to ask some

questions and see a demonstration. So, I wanted to

represent that here as another example of a connection

between salesforce.com and SAP with a major manufacturer.

And here's an example of what some of that data looks like

in salesforce.com. And these are screen captures from an

actual implementation.

So what I'd like to do now is pass the baton back to Jaime

and either proceed with Q&A or move on to a demonstration.

Jaime, I will leave that up to you.

D'ANNA: Thank you so much. So, what I'd like to do

right now is point you to our Web site where you can very

readily see a number of demonstrations that essentially map to your specific scenario, whether that's salesforce.com to ERP, salesforce.com to a number of leading other cloud or on premise applications.

All of these can be found at www.castiron.com, where you can see how in either a live demo or in a prerecorded demo how you can configure, run and manage your specific application integration needs all within the multi-tenant cloud of Cast Iron Systems.

So once again, we proudly invite you to go to our Web site, www.castiron.com to see these demonstrations. And what I'd like to do now in the spirit of time is open this up to some Q&A. I see we have a number of questions in the queue, so I'd like to just jump in right now.

The first question, and I believe this is going to be addressed to Dwight. It says, I'm part of an organization that has started to use Microsoft Sharepoint. Can you give me the benefits of salesforce.com over Sharepoint?

MOORE: Great, thank you. So, yes, salesforce, we have again, a product called Chatter.com, and it has some characteristics that are similar to Sharepoint, but what I would say, what Chatter provides is context to the business processes with which you're working. So let me use this as

an example. And by the way, we fundamentally have
integrated Chatter across the platform, so any object that
exists or any object that's created would adopt the
collaboration features of Chatter.

So for instance, if I'm working on an account, there's a
Chatter element within the account. So if I'm working on
the account Acme, what I can do now is I can collaborate
around the context of Acme without having to do anything
from both a security and sharing model, it only is visible
to those people which have Acme as an account. And I can
then start a Chatter thread, a collaboration thread around
Acme and it has the context of that account.

That's one of the capabilities you get with Chatter, is kind
of the context. And you can think of, well, there's
accounts, there could be cases. So if it's a service issue,
I can invite other colleagues to help collaborate on the
solution to a service issue.

Maybe it's on a product that's in the innovation pipeline
and I want to collaborate around that. It has kind of
immediate context, and that's one of the many
differentiators. And I welcome you, if you have further
questions, we'll share the e-mail addresses at the end, but
mine's dwight.moore@salesforce.com. And would welcome
further questions, and would be happy to take those offline.

D'ANNA: Okay. So, another question I have: what type of technical skill is needed to use WebSphere Cast Iron Cloud Integration?

So that's a very good question. We have a number of cases where simple...I don't want to say "simple," but the simplified user interface, which is as I mentioned template based so you can utilize templates from previous successful projects in order to leverage best practices for your own projects were able to be run and managed by business analysts, people with not a lot of technical skill.

So while definitely if you have some programmers on your IT team who are looking to do integration projects, they can absolutely leverage Cast Iron but we have specifically, as I mentioned before, a "no coding" approach whereas you don't need to do any lines of code in order to establish these integrations as such.

Once a person is trained on the system, there is really no need for anybody to be an expert programmer or integration expert in order to use Cast Iron. So the skill set and the skill range can, like I said, range from business analyst to programmer. It's a very simplified user interface. So there's no specialized skill that one needs to bring to the table.

Here's another question. What are the major difficulties that are usually present when integrating a configurator into salesforce.com to generate configurable product at IT, in quotes. So I'm going to take that one, and then I'll turn that over to Dwight as well as to Steve.

My first answer or approach to this will be, when you're integrating salesforce.com to any application you get the benefit of the API. So the API that salesforce.com opens up is already, we'll say, facilitating integration to the extent that it has a number of business process and business logic written into it.

So you would have to understand what you're trying to accomplish with the application in question first and then once that's done, you could leverage the already, as I mentioned, the preexisting templates in order to connect salesforce.com with application wire Z. So that's my spin on it. I'm going to now turn this over to Dwight, and you can put your angle on it.

MOORE: Sure, and I'll also have Steve making comments on it. Yes, so in terms of integration, first and foremost, I just wanted to share that it's not uncommon -- in fact, it's probably more the rule than not -- that there's integration between salesforce and other systems.

So, about half of the traffic in terms of data traffic that occurs on a daily basis at salesforce, more than half of that is actually integration between things like "configure price quote" in salesforce.

I'm going to defer to Steve and talk about CPQ specifically. And again, I would welcome to take this offline and answer some specific questions that might occur. But Steve, do you have any thoughts on that?

LIPPOCK: Sure. I think there are three things to look at when integrating custom configurators with salesforce, and if you're talking about an external configurator then it really is a matter of deciding during the workflow and the business process where the hand-off occurs between salesforce and the configurator. And that can occur in different places during the business process or workflow.

So I think we could talk technically about the integration; I think we have lots of people on the phone who can do that. I think the key, though, is to really map out the business process first, understand what the logic requirements are and how much of that business logic can be contained on the salesforce side versus the external configurator. And if it makes sense even if the business logic isn't all that complicated to build that functionality either within

salesforce or using an AppExchange partner.

But the integration technology exists. The API is very open
and can support the transfer of data from multiple different
sources. I think the key is the user interface and the
business logic, and the more complex that is the more you
might want to keep it external from salesforce if you have
that solution already in place and then integrate back to
salesforce based upon your business processes and your
specific workflow.

I do think, though, whenever we're talking about integration
whether it's with custom configuration or you need to
generate a bill of materials and there are other sorts of
deliverables coming out of that business process, we should
start with the workflow and the business process and decide
where the hand-offs occur and were the point-to-point
integration requirements are, model it out, architect it
before we start coding.

I don't know if I can answer the specific question from the
person who posted, but if there's a specific scenario that
needs further discussion, again, I think we're all happy to
take that offline.

D'ANNA: Excellent. Thank you so much, Steven. And to
that effect, please look at the last slide on next steps

where you will have contact information to speak to an integration specialist who can go into much more detail as far as what your project entails and how to best go about it.

Also, please visit the other links such as salesforce.com's manufacturing Web page. You can even start a free manufacturing trial -- there's a link there -- in order for you to create a salesforce.com instance for your manufacturing endeavor and your manufacturing project.

Also, please come and visit us -- meaning, IBM -- at Impact. You will see a number of customers and partners who can support you in your endeavors whether that be integration, choosing a CRM, choosing best of class IT infrastructure overall. That's going to be taking place second week of April in Las Vegas. We invite anyone and everyone to go to our Web site castiron.com/impact for more details.

And finally, you will find an ROI tool provided by salesforce.com which enables you to view manufacturing key success metrics. So, please take a moment to familiarize yourself with the URLs, visit us at any or all of them. And I would like to thank you on behalf of the speakers for your participation and attendance in today's Webinar. Thank you so much.

[END OF SEGMENT]