EMERGING ALLIANCE

HELPING CUSTOMERS RUN AT THEIR BEST
WITH INNOVATIVE ENTERPRISE SOLUTIONS

GROW WITH SAP | Partner

odoo Partner

salesforce PARTNER

SAP Silver Partner

Introduction & Credentials

- **Team experience - 15+ years**

- **Industry Focus - Manufacturing & Processing, Trading & Distribution, Projects & Services and Finance & Insurance**

- **Partnerships with SAP – Silver Partner since 2010**

- **Partnerships with Salesforce - Consultant / Reseller Partner since 2023**

- **SAP Projects completed - 150+ Projects**

- **Salesforce Projects completed - 35+ Projects**

- **SAP / Salesforce Integration Projects completed -15+ Projects.**

EMERGING ALLIANCE® – Salesforce SAP/Integration

Challenges without SF-SAP Integration

Data Silos & Inconsistencies

Lack of Real-Time Visibility

Manual Data Entry & Errors

Poor Customer Experience and Lost Revenue

Lack of Unified Reporting & Insights

Benefits of SF-SAP Integration

360° Customer View for Better Decision-Making

Increased Productivity & Reduced Manual Effort

Scalability & Future-Proof Digital Transformation

Faster Lead-to-Cash Cycle

Automating End-to-End Business Processes

Technical Expertise & Integration Approach

1. Integration Approaches:- *API-based, Custom Integrations.*

2. Experience in Integrating Salesforce with - *SAP ECC, S/4HANA, SAP Business One.*

3. Handling key Integration touchpoints:

   3.1 Master Data Sync *(Customers, Vendors, Products)*

   3.2 Lead-to-Cash Process *(Quotations, Orders, Invoices)*

   3.3 Customer 360 View *(Bridging Sales, Finance, and Service)*

   3.4 Automating Workflows *(Approval processes, Data updates)*

   3.5 Revenue Forecasting *(Opportunity, Projects)*

Customer Success Story – Emerald Tyres (Manufacturing)

Before Integration

- Sales teams manually entered orders from Salesforce into SAP, causing delays and frequent errors.

- Order processing took **48 hours**, leading to lost sales opportunities.

- Lack of real-time inventory visibility resulted in stockouts and inaccurate delivery commitments

After SAP-Salesforce Integration

- ✓ **100% data accuracy** – Eliminated duplicate data entry and manual errors.

- ✓ **75% faster order processing** – Orders now sync in real-time between Salesforce and SAP, reducing processing time to **12 hours**.

- ✓ **Enhanced sales productivity** – Sales reps now focus on customer engagement instead of administrative tasks.

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EMERALD

Customer Success Story – Excelra Labs (Projects & Services)

Before Integration

After SAP-Salesforce Integration

- Sales teams manually calculated pricing based on SAP data, leading to inconsistencies.

- Approval workflows for discounts and contracts took **5 days**, delaying deal closures.

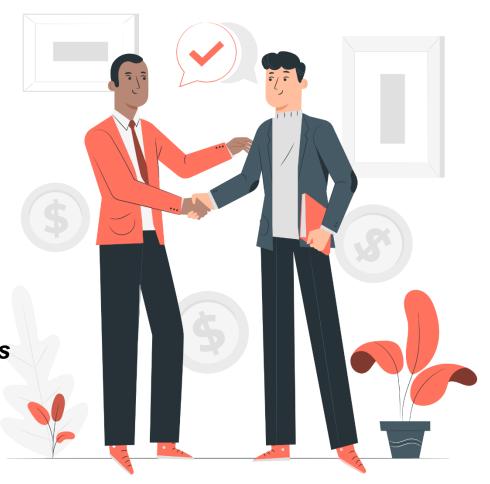- Compliance risks due to outdated product information.

- ✓ **20% increase in deal closure rates** – Sales teams provide instant, accurate quotes to customers.

- ✓ **Quote-to-Order cycle time reduced by 50%** – Automated pricing and approval workflows cut approval time to **2 days**.

- ✓ **Standardized pricing and discounts** – Eliminated discrepancies, ensuring regulatory compliance.

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Differentiators & Value Proposition

- *Pre-Built Integration Accelerators for Faster Deployment*

- *Deep Expertise in Both SAP & Salesforce Ecosystems*

- *Flexible & Scalable Integration Architecture*

- *Real-Time Data Synchronization with Minimal Latency*

- *Industry-Specific Customization & Compliance Readiness*

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