

# Movacar

## Transportation

### Technologies

Sales Cloud

integrations with Sendgrid

Onfido

Lexoffice

Custom REST API

Agentforce

website scraping

German Rental Car Aggregator.

Accounting for all transportation, automated communication with website users and transportation company representatives, invoicing and reimbursements.

### Challenge / Problems

The company didn't use Salesforce before. Existing data should be migrated from Zoho CRM. There were no ready-made specifications, only some wishes on how that should work. Custom bidirectional data sync with the website was required. Salesforce needed to be used as the API provider for the customers portal (an alternative to Experience Cloud to reduce Salesforce license costs). Some partners that provided the transfers didn't have their own APIs.

### Solution

Propeller Plan has implemented the entire org architecture. Existing data has been successfully migrated using a custom import solution, which is also used further to create a large number of opportunities. Salesforce uses a high-performance custom queue implementation to pull and push updates not only for the website, but for other integrations as well. The API for the external customers portal has got a custom authorization which uses Salesforce Contacts as portal users. Propeller Plan has developed scrapers in Salesforce to retrieve partners' data directly from their portals without API.

### Results

Currently, the company, with a staff of a few people, processes hundreds of transfers everyday. These transfers could be booked by users of their website or by professional transport companies. Opportunity products are generated automatically based on distance to the transfer location and other specific criteria.