# CASE STUDY

## SITA

SITA is the world's leading provider of communication solutions for airports and airlines. Its network covers 95% of all international destinations, giving the company a global presence.

Globally, almost every airport and airline does business with SITA. As the world's leading air transport IT and communications specialist, SITA is committed to meeting the demands of the air transport industry around the clock, every day.

SITA in numbers: US$1.8bn in sales, 4,500 employees, 2,800 clients

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**SALESFORCE POWERS SALES AND MARKETING ACTIVITIES AT SITA**

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**WHY SALESFORCE?**

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**APSYNERGY'S CONRIBUTION TO THE SALESFORCE PROJECT**

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**APSYNERGY**

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## SALESFORCE POWERS SALES AND MARKETING ACTIVITIES AT SITA

SITA's goal is to advance the collaboration of complex commercial opportunities involving people in sales, finance, operations and legal. To facilitate their work, it is necessary to equip them with the best tool for managing customer relations. Thanks to Salesforce, SITA has been able to convert a greater number of opportunities into new business. This leading cloud based, enterprise platform allows organizations to better manage their sales potential, sign-up new customers, improve profitability, while avoiding unprofitable business by allowing unprecedented collaboration using Chatter among all involved at SITA.

## WHY SALESFORCE?

On-going viability was a concern at SITA, the previous CRM system was developed in-house, and as time went by, people moved on, complicating on-going enhancements and maintenance. The choice of a SaaS. The choice of a SaaS solution guarantees that SITA benefits from Salesforce's seamless maintenance, upgrades and scalability.

In addition, the following AppExchange applications were installed and configured:

**DRAWLOOP,** which automates the generation of PDF documents. The data contained in Salesforce are automatically merged with Microsoft Office templates, and then posted to Chatter in a PDF format. This application allows the user to easily generate sales proposals as well as contract validation for internal approval.

**CLOUDINGO**, which detects and manages duplicates within Salesforce. This tool allows a user to define cleanup jobs for manual or automated execution. This is to say, automating the search for duplicates in monthly reports and merging records, which result in a significant improvement in data quality.

## APSYNERGY'S CONTRIBUTION TO THE SALESFORCE PROJECT

Apsynergy provided the following expertise to SITA:

**Configure Salesforce,**

**Integrate Salesforce** within SITA's environment, notably The Referential, which data flows downstream into the ERP system,

Participate in training sessions for users in 4 regions: Europe, the Americas, Middle East, Asia-Pacific,

**Migrate data from the old CRM.**

The cutover to Salesforce, which took place over 4 months, initially involved 250 pilot users in Europe and increased to the final number of 1360 users around the globe. This project of 1000 effort days facilitates the day-to-day management of 5000 opportunities per year and allows SITA to realize considerable gains in productivity while helping the organization reach a new level in innovation and collaboration.