



Industry

- Business Services
- Corporate Training

Products

- Microsoft Dynamics CRM
- Microsoft Dynamics GP
- Microsoft Office SharePoint Server
- Microsoft SQL Server
- Microsoft Windows Communication Foundation
- Microsoft Windows Server
- Neudesic Neuron-ESB

Challenge

Buffini & Company's legacy CRM system and a multitude of other discrete custom systems were restricting its ability to adapt to changing market conditions and making it difficult to implement process changes in support of new products and services

Solution

Neudesic implemented a custom e-commerce solution built on Microsoft Dynamics CRM and used the built-in adapters of Neuron-ESB to integrate the new system with Great Plains and Buffini's other systems.

Benefit

- Added stability and maintainability on one consolidated framework
- Neuron-ESB adapters for Microsoft CRM and GP eliminated custom code
- Significant cost savings
- Ability to track and close opportunities with automated efficiencies
- Eliminated duplicate data entry through seamless integration
- Streamlined order entry process with reduced manual workload

Integrated CRM Solutions Using Neuron-ESB

Founded in 1995, Buffini & Company is the number one training and coaching organization in North America. The company equips realtors, lenders, and service industry professionals with the tools they need to grow their business and live a balanced life. Buffini & Company has trained nearly a million people through its Nationwide Turning Point seminars, and there are thousands of professionals who are using Buffini's referral systems to grow their businesses

Dynamics CRM has been tailored to match our business, allowing the company to focus on business drivers rather than technology obstacles.

*Jim Polzin, Chief Financial Officer
Buffini & Company*

Project Highlights

- Legacy CRM system and other discrete custom systems made it difficult to adapt to market conditions and implement process changes in support of new products and services.
- Buffini asked Neudesic to implement a custom e-commerce solution using Microsoft's Dynamics CRM
- Neudesic determined that the new CRM system needed to be integrated in real-time with Great Plains, Buffini's ERP system, as well as with its custom e-commerce and membership systems
- Neudesic suggested Neuron-ESB, its enterprise service bus with powerful out-of-box adapters designed to integrate systems like Microsoft CRM and Great Plains quickly and smoothly
- Neuron-ESB provided a quick and cost-effective integration solution, moving Buffini & Company into the SOA realm without overburdening its resources



Integrated CRM Solution Using Neuron•ESB



The Challenge

Buffini & Company's legacy CRM system and other discrete custom systems made it difficult to adapt to market conditions and implement process changes in support of new products and services. Company personnel also found it difficult to communicate with customers while switching between multiple systems. Once suited to Buffini's business model, these systems could not keep up with its evolving needs and needed to be integrated.



The Solution

To improve their market position amid growing demand, Buffini called on Neudesic to implement a custom e-commerce solution using Microsoft's Dynamics CRM system. Neudesic determined that the new CRM solution needed to be integrated in real-time with Great Plains, Buffini's ERP system, as well as with the company's custom e-commerce and membership systems.

Buffini had long wanted to migrate toward service-oriented architecture, but day-to-day operational concerns made it difficult. "We had experienced huge growth and fallen into the pattern of adding people to keep up with the growth," says Jim Polzin, Chief Financial Officer of Buffini & Company. "Real estate in Southern California is extremely expensive, and we didn't want to build another building. We wanted to quit throwing people at the problem and work smarter."

Neudesic suggested Buffini implement Neuron•ESB, its enterprise service bus

with powerful out-of-box adapters designed to integrate systems like Microsoft CRM and Great Plains quickly and smoothly, without the need for additional development. Neuron•ESB helped Buffini move toward SOA while reducing the overall cost of integrating their systems.



The Benefit

Neuron•ESB added stability and maintainability on one consolidated framework, and gave Buffini a scalable solution that can be applied across the organization. Neuron•ESB's pre-built Microsoft CRM and Microsoft Great Plains adapters come with many features: Point-and-click publication adapters for Microsoft CRM allow Buffini to easily determine what data gets published to the bus and then register specific events based on particular conditions. A subscription adapter evaluates information tracked in multiple systems, such as addresses, and determines the most recent instance and updates all systems throughout, including the CRM system, providing Buffini with real-time, automated data.

Buffini's return on its investment in Neuron•ESB was quick and significant. "Without this system, we would not have realized the internal efficiencies that we have seen," Polzin says. "We anticipate saving between \$250,000 and \$500,000 in the first year of utilizing the full CRM/Neuron•ESB solution. We expect those savings to come both from increased productivity and from tools that increase the effectiveness of our sales force. Since e-commerce went live in July 2008, we have

received \$1.7 million of revenue from that source, putting us on pace for \$3 million in the first full year."

The company's sales team can now track and close opportunities through all systems with automated efficiencies. Seamless integration eliminates duplicate data entry, and the streamlined order entry process over the web reduces the manual workload and broadens the company's reach. Buffini can continue to focus on business drivers and process improvements without major system rewrites and hard-coded integration points.

Without this system, we would not have realized the internal efficiencies that we have seen.

*Jim Polzin, Chief Financial Officer
Buffini & Company*

Neuron•ESB provided a quick, cost-effective, alternative solution for integrating Buffini & Company's CRM, e-commerce and other ancillary systems, all while moving the company into the SOA realm without overburdening its resources.