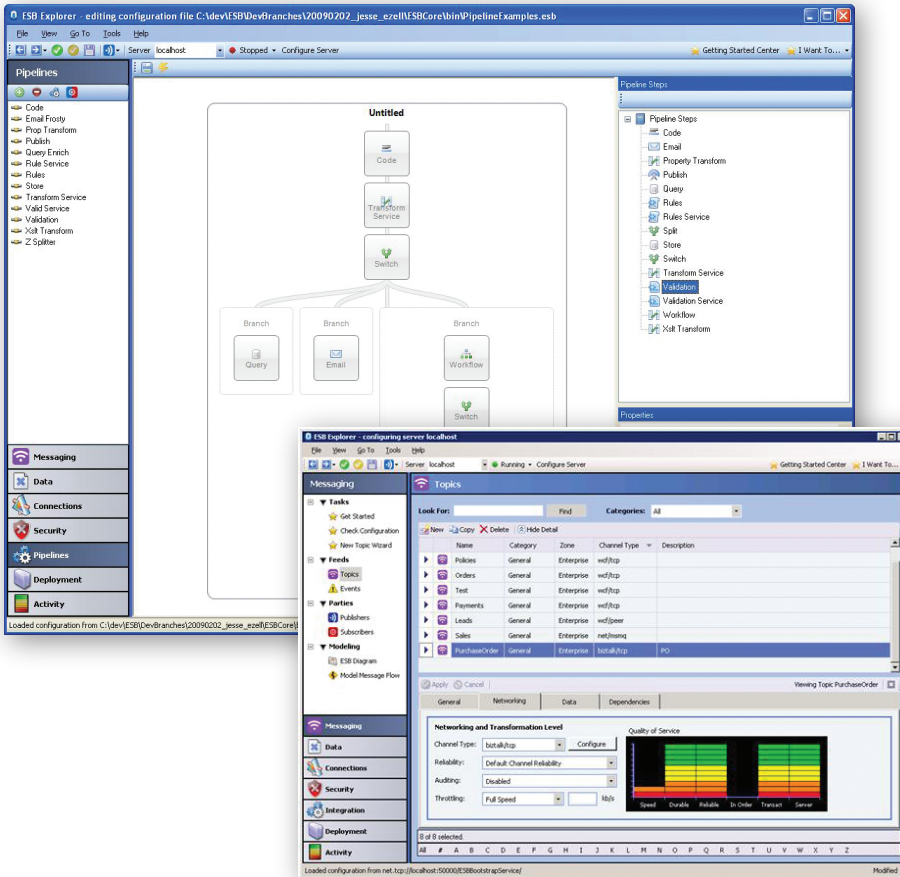


“Without these systems, we would not have realized the internal efficiencies that we have seen. We anticipate saving between \$250,000 and \$500,000 in the first year of utilizing the full CRM/Neuron•ESB solution.”

Jim Polzin  
CFO, Buffini & Company

## Fully-integrated CRM Solution with Neuron ESB



### CHALLENGE

- Current business systems hindering ability to keep up with the demand of changing
- market conditions
- Strong need to integrate disparate operational systems

### SOLUTION

- Implement Microsoft's CRM system and a custom e-commerce solution
- Ensure all systems have real-time integration between them
- Deploy Neuron-ESB, providing at least 50% savings over other solutions
- Deploy Neuron-ESB in small proportions, providing further savings

### RESULTS

- Added stability and maintainability on one consolidated framework
- Scalability that has been applied across the organization
- Elimination of all custom code through Neuron•ESB adapters for Microsoft CRM and GP.
- Anticipated savings between \$250,000 and \$500,000 in the first year of utilizing the full CRM solution
- Ability to track and close opportunities with automated efficiencies
- Elimination of duplicate data entry through seamless integration
- Reduction in manual workload through a streamlined order entry process over the web

## The Challenge

Buffini & Company is the largest real-estate business coaching and training company in North America. Founded by industry expert Brian Buffini and headquartered in Carlsbad, California, Buffini & Company provides real estate, lending and service industry professionals with lead generation systems and business building tools that can increase their productivity and revenue.

Real estate professionals are looking for a competitive, marketing advantage in this tough economy; and therefore, Buffini & Company's business is flourishing. However, Buffini's antiquated CRM and disconnect custom solutions were hindering their ability to keep up with the demand of the changing market conditions.

## The Solution

In order to stay at the top and improve their foothold of this growing demand, Buffini decided to implement Microsoft's CRM (Customer Relationship Management) system and a custom e-commerce solution. Buffini enlisted Neudesic, a Microsoft Gold Certified Partner, to help implement the solutions.



After closer examination, Neudesic also saw that Buffini had a strong need to integrate many of their disparate operational systems. The new CRM system needed to be integrated with Great Plains, Buffini's ERP system, their custom e-commerce and the membership systems. All of these systems needed to have real-time integration between them. As a future initiative, Buffini had known that they wanted to start moving towards SOA architecture but they had been consumed with day-to-day operational concerns.

The organization thought that their team was too small and lean to make use of this latest IT architecture, but Buffini soon learned that building custom integration between these systems to share pertinent data would cost them at least 50% more than buying and implementing Neuron-ESB. Neuron-ESB could be implemented quicker and in small proportions, helping to move them towards SOA architecture and still saving overall costs with their current integration projects.

"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." Polzin wanted to give his team the right tools to work more efficiently, with more automation.

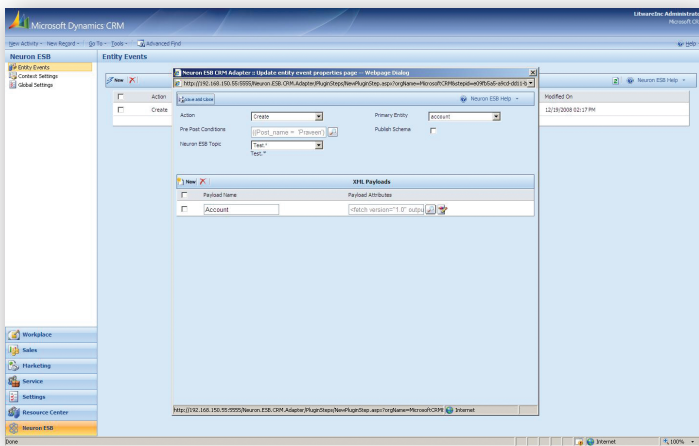
Neuron-ESB quickly fell into Buffini's vision and budget because with Neuron-ESB's pre-built Microsoft CRM and Microsoft Great Plains adapters, information could easily get transferred off or onto the bus and allow updated account information to flow smoothly throughout all of their systems.

Moreover, Neuron-ESB has pre-built Microsoft CRM and Microsoft Great Plains adapters that come with many features. With the point-and-click publication Microsoft CRM adapter, Buffini can easily determine what data gets published to the bus and register specific events based on particular conditions. With the subscription adapter, information that is tracked in multiple systems, such as addresses, can be evaluated as the most recent from one of the systems and updated throughout, including the CRM system; and therefore, the Buffini sales teams have real-time, automated data at their fingertips.

Under a strict timeline and budget to get multiple systems implemented and integrated, Buffini is already noticing the results. "Without these systems, 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. "

Today, the Buffini sales team can track and close opportunities through their systems with automated efficiencies; the 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.

Neuron-ESB provided Buffini & Company a quick, cost-effective, alternative solution in lieu of point-to-point integration for their CRM, e-commerce and other ancillary systems. Moving Buffini & Company into the SOA realm without overburdening their resources, Neuron-ESB saved Buffini & Company over 50% on their overall integration project costs.



### The Benefits

Neuron-ESB has added stability and maintainability on one consolidated framework for Buffini. Neuron-ESB also gave the Buffini team the scalability they wanted for a solution that could be applied across the organization as they needed it.

#### CORPORATE HEADQUARTERS

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#### MAKING THE CONNECTION

Neuron-ESB is a trademarked product of Neudesic, LLC. Founded in 2002, Neudesic's mission is to be the trusted technology partner in business innovation. Neudesic delivers sustainable business results to clients through leading-edge technologies, innovative solutions and strategic alliances. Headquartered in Irvine, California, Neudesic is a privately held company, serving clients globally from offices across the United States.

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