PROGRESS
SOFTWARE

INT-7: UTI's Edge - Integrating OpenEdge® Application with Salesforce.com

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Exchange 07

Agenda

- About UTI
- The Need for Integration
- The Integration Process
- The Results
- Demonstration
- Summary
- Q & A

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About UTI

- Universal Technical Institute (uticorp.com)
  - UTI – Universal Technical Institute
  - MMI - Motorcycle & Marine Mechanics Institute
  - NASCAR Technical Institute
  - Home Office Location: Phoenix, AZ
- Nationwide Provider of Technical Education Training
  - Automotive, Diesel, Collision Repair
  - Motorcycle & Marine
- 11 Total Campuses Nationwide

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UTI Applications

- Student Management and Reporting Tool (SMART)
  - Financial Aid, Student Accounting, Grades and Attendance, Manufacture Specific Advanced Training, Sales Lead Processing, Sales Support, etc
  - OpenEdge 10 Graphical Application
    - UTI developed and maintained
  - OpenEdge Replication
  - AppServer™ Enabled
- COREMedia Systems –Media Advertising Purchasing Application
- Third Party Services – Lead Vendors, Address Cleansing, etc.

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The Need for Integration

- Salesforce.com (SFDC) was selected to solve the need for a robust CRM solution.
  - Create, plan, implement, and management of various marketing campaigns
  - Better identification and prioritization of leads
- Need to seamlessly exchange information between SFDC and SMART
  - Leads, accounts, and activities
- Provide solution that allows SFDC to run independently from SMART yet provide guaranteed message delivery.
- More accurate and timely data to admissions personnel and management
- Improve responsiveness to business needs

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Benefits of Integration

- Move to Service Oriented Architecture
  - Deploy information systems as services
  - Standards-based, Flexible, Reusable
  - Cost-effective
  - Increase agility to improve IT's ability to respond to business changes and opportunities
- Simplify future integration projects
- Communicate with key business systems

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The Integration Process

- Who
  - Progress Professional Services
  - UTI Team
  - SFDC Professional Services
- What
  - SMART and SFDC
- How
  - SOA Acceleration Program
  - Sonic Enterprise Service Bus

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Software Architecture

- OpenEdge 10
  - OpenEdge Adapter for Sonic ESB®

- Sonic Enterprise Service Bus (ESB)
  - Message based ESB
  - Event driven architecture
  - Continuous Availability
  - Roadmap for SOA

- Salesforce.com
  - Web Service based
  - Standard set of APIs
  - Standard HTTP(s) protocol

Why Sonic ESB?

Intelligent Middleware

- Standards-based platform for integration
- Reliable messaging
  - 100% reliable delivery, scalable and always available
- Framework
  - Build standalone and reusable integration logic modules
- Flexible deployment options
  - Multiple platforms, multiple locations
- Connectivity
  - Tight integration to OpenEdge applications
  - Wide variety of other integration endpoints
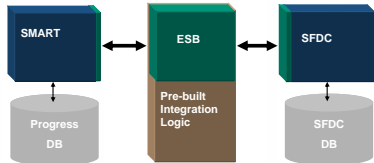 - Adaptable to architectures - past, present and future

ESB Integration Model

A pre-built integration solution

- Customer proven to eliminate risk
- Comes with 90% of the integration architecture already completed!

Sonic ESB Advantages

- Consolidation
- Dependable
- Scalable
- Multi-use solution
- Incremental
  - Begin small and work up
  - Add additional integrations and services as needed
- Flexible
  - Make changes and redeploy in seconds

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The Results

- What was Integrated?
  - Real time integration between SFDC and SMART
  - Scheduled data transfers from SFDC to SMART
  - Event based inserts and updates in SFDC

- Business Benefits to UTI?
  - Data timeliness
  - Data accuracy
  - Leverage strengths of both applications

- Lessons Learned
  - Clear definition of goals
  - Network issues
  - Understand data

Sample Process Diagram – "Upsert"
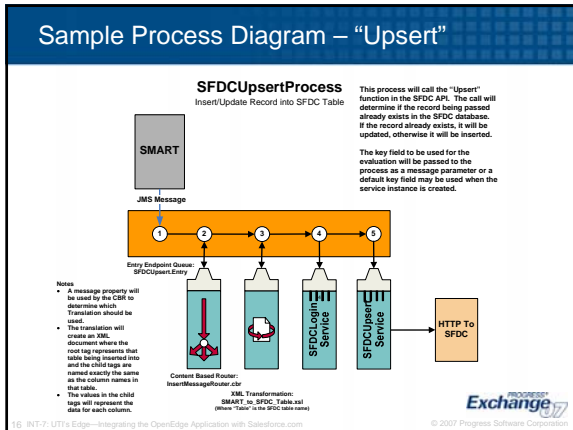
Demonstration of "Upsert" - Insert

- New "High School" record comes out of SMART
- Transform XML
- Login
- Call Upsert function
- Record is Inserted because it did not exist
- View results

Demonstration of "Upsert" - Insert

- Update to "High School" record comes out of SMART
- Transform XML
- Login
- Call Upsert function
- Record is Updated because it already existed
- View results

Demonstration
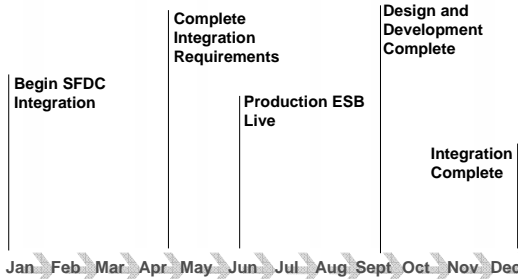
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Integration Timeline

UTI's SFDC Integration

Begin SFDC Integration

Complete Integration Requirements

Production ESB Live

Design and Development Complete

Integration Complete

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

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In Summary

Business Goals Accomplished
- Seamless Integration of heterogeneous Marketing and Sales systems
- Near real time data transfer
- Quicker response of Sales Reps to Prospects
- Enhanced analytical capability
- Increased agility to rapidly accommodate business needs
- SOA for increased agility

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In Summary continued

Leveraging proven technology of
- OpenEdge
  - ProDataSet™
  - ABL enhancements

- Sonic ESB
  - OpenEdge Adapter
  - XML Transformation
  - Content-Based Routing
  - Orchestration Service

Questions?

Relevant Exchange Sessions

- INT-1: SOA: The Product Solution

- INT-3: Realistic Service Oriented Architecture Approaches

- INT-4: Introducing Sonic ESB

- INT-8: Implementing ESB Processes with OpenEdge and Sonic

Thank you for your time

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