

## BENEFIT CASE STUDY

# SALESFORCE WIND RIVER



### ANALYST:

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### THE BOTTOM LINE

Wind River deployed Salesforce Sales and Service Cloud in order to replace an older system with limited functionality and on-premise constrictions. The company wanted to consolidate its shared data while streamlining applications for sales and service employees within a cloud-based model. Nucleus found that the change to Salesforce increased productivity, accelerated time to value, and streamlined customer service.

- Increased productivity for sales personnel by more than 10%.
- Reduced ongoing technology costs.
- Accelerated employee onboarding through faster training.

### THE COMPANY

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Wind River Systems based in Alameda, is a wholly owned subsidiary of Intel Corporation. A global leader in delivering software for intelligent connected systems, Wind River® offers a comprehensive, end-to-end portfolio of solutions ideally suited to address the emerging needs of the Internet of Things, from the secure and managed intelligent devices at the edge, to the gateway, into the critical network infrastructure, and up into the cloud. Wind River technology is found in nearly 2 billion devices and is backed by world-class professional services and award-winning customer support.

### THE CHALLENGE

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Like many companies that had invested in on-premise customer relationship management (CRM) applications like Oracle Siebel, Wind River found the maturing product had not kept pace with the type of support, features, and upgrades that other market contenders were offering. The fact that Siebel was an on-premise application also presented several obstacles for personnel, many of whom were often on-the-go.

Wind River initially considered implementing additional Oracle technologies for its sales needs but while Oracle had some of the necessary features, it was lacking in certain areas. Had it chosen to implement Oracle, Wind River expected it would have had to wait from 12 to 24 months for all of the necessary applications to become available for deployment.

The company also wanted to integrate data from across departments so that any relevant personnel could access customer information from a shared database rather than having to juggle multiple applications for the same result. Additionally, Wind River utilizes Oracle's E-Business Suite (EBS) and wanted an application that could smoothly integrate with this software.

Wind River, therefore, wanted to adopt a cloud-based application with a streamlined user interface that could be accessed remotely by any relevant personnel.

## THE STRATEGY

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After fully evaluating competing vendors, Wind River finally chose Salesforce and decided to implement it within six to twelve months. The company chose Salesforce for its ecosystem as well as the ability to utilize the following:

- Salesforce's AppExchange. The library of apps could be searched to find any relevant apps should Wind River personnel ever seek additional functionality.
- Pre-built add-ons. The ability to implement additional supporting add-ons that could be easily applied by all users.
- Investment in Data.com. The company could also leverage a previously established investment in Data.com which was bought by Salesforce.

Wind River leveraged a relationship with Appirio with whom the company had previous experience, to implement the Salesforce platform. Wind River believed Appirio personnel were the most skilled and qualified for the implementation and would be able to swiftly meet the company's deployment needs. The Appirio personnel could also aid in the integration of Oracle's EBS with Salesforce while also pulling together the AppExchange capabilities.

*"Appirio did a phenomenal job. Our ability to leverage not only what we have in Oracle, which is integrated with Salesforce, but also the amount of information that is now collected and available to our staff in sales and operations, is remarkable."*

- Scott Fenton, Vice President and Chief Information Officer, Wind River Systems

Wind River's deployment plan took six months at the end of which the company successfully implemented the Salesforce platform. Deployment for Salesforce Sales and Service cloud began in early 2014. The typical sales employee took around two to three hours to complete Salesforce training. Wind River also provided online tutorials on

websites such as Youtube to supplement the original training if new features were adopted or employees sought further elaboration.

## KEY BENEFIT AREAS

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Wind River's Salesforce deployment has modernized its system while also future-proofing it. This upgrade has afforded it expanded flexibility and a greater ability to support its long-term growth.

### DIRECT BENEFITS

Key direct benefits of the Salesforce deployment include:

- Increased productivity. Before implementing Salesforce, sales personnel would spend from three to four hours entering data into Siebel onsite. With Salesforce's mobile capabilities, they could leave an appointment and immediately enter data on any device, effectively increasing productivity by more than 10 percent and also increasing the fidelity and accuracy of customer data.
- Reduced technology costs. On an ongoing basis, Wind River was able to reduce software licensing costs by moving from the Siebel license maintenance fee to Salesforce's annual subscription fee.

### INDIRECT BENEFITS

Since deployment, Wind River has seen the following key indirect benefits:

- Accelerated time to productivity. Wind River has accelerated the system-related onboarding process for new employees and has effectively cut that training time in half.
- Increased transparency and streamlined account management. Because of the Salesforce upgrade, account transfers are much faster for new employees who have immediate access to account histories.
- Reduced role of IT. The cloud aspect of the application also reduced the need for continued IT maintenance and instead bolstered the capabilities of sales managers and other users.

By deploying Salesforce applications, Wind River users can now get a more well-rounded view of customers by seeing data regarding customer activity, purchases, visits, and previous issues. Additionally, customers themselves can log tickets for any issues and have that information be available to representatives immediately regardless of time or location. This increases turnaround time for customers seeking answers to inquiries or issues.

*"From an information standpoint, we now have a near-360 degree view of the customers. The amount of information that is collected and available to folks in sales and operations about what is happening with any customer account is significantly greater."*

- Scott Fenton, Vice President and Chief Information Officer, Wind River Systems

## BEST PRACTICES

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Nucleus has found that ROI benefits for cloud applications come from not just lower initial costs but the ability to gain greater benefits over time (Nucleus Research, *m108 – Cloud delivers 1.7 times more ROI*, September 2012). Wind River's Salesforce cloud implementation effectively delivered great initial ROI for the company but also greater potential value over time—all while modernizing its system without sacrificing any functionality. Unlike Siebel, Salesforce's ecosystem is flexible and has the ability to increase benefits over time without the cost of disruptions associated with traditional on-premise CRM applications.

## CONCLUSION

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*"Information is power and Salesforce is a shining example of that. Our sales people have at their fingertips complete access to what is happening with any of our customers and prospects. We are able to tie it all together like never before."*

- Scott Fenton, Vice President and Chief Information Officer, Wind River Systems

By moving to a modern cloud CRM solution with integrated sales and service data, Wind River can reduce clutter and put information in the right hands at an accelerated rate. Access to information and, more importantly, the fidelity of this information is increased as Wind River employees can now update customer information right after meetings through the mobile Salesforce applications. Thus, productivity is gained from reduced data entry time and accelerated access to data for all necessary personnel.