



**CAST IRON**  
S Y S T E M S

INTEGRATE IN DAYS

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## **MarketTools Expert Case Study, RightNow Integration in Days**

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**Fougere Robertson, RightNow Administrator, MarketTools**

**Chandar Pattabhiram, Vice President, Product Marketing, Cast Iron Systems**

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# Agenda



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- Integration Appliances Overview - Chandar
- MarketTools Case Study Overview - Fougere
- Live 10 Demo - Chandar
- Q & A - All

# Integration is Painful and Expensive



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Morgan Stanley

“#1 pain point for CIOs”

**Gartner**

“\$1 out of \$3 IT dollars spent every year on integration”



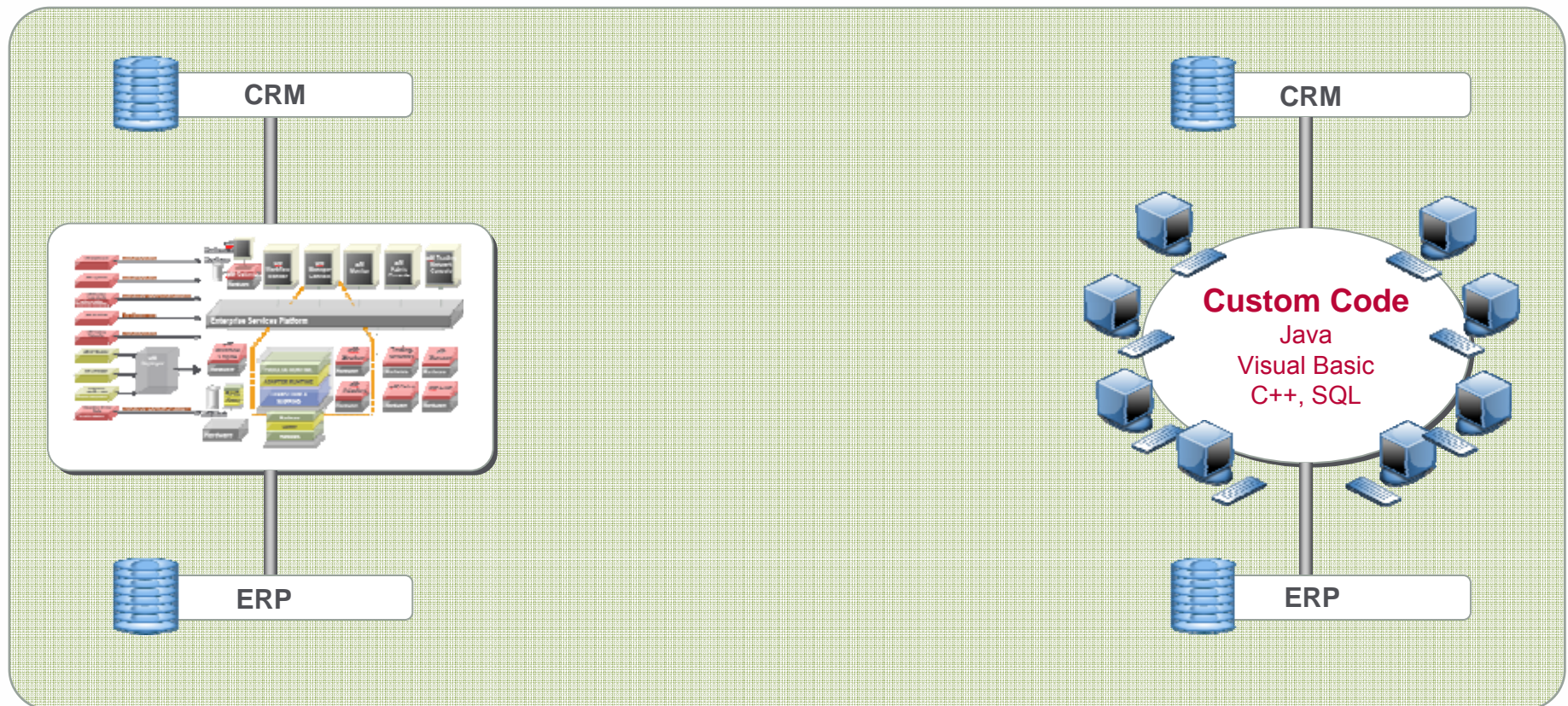
“For every \$1 spent on integration software, companies spend \$5.30 to \$7.20 on people”

# Traditional Integration



## (1) Program using complex integration tools

## (2) Program using development tools



# Traditional Integration



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(1) Program using complex integration tools

(2) Program using development tools

## Complex Experience

- Install and maintain multiple components
- Write integration code
- Re-write integration code
- Multiple tools needed to track integration health

# The Cast Iron Integration Appliance



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(1) Program using complex integration tools

(2) Program using development tools

## Simple Experience

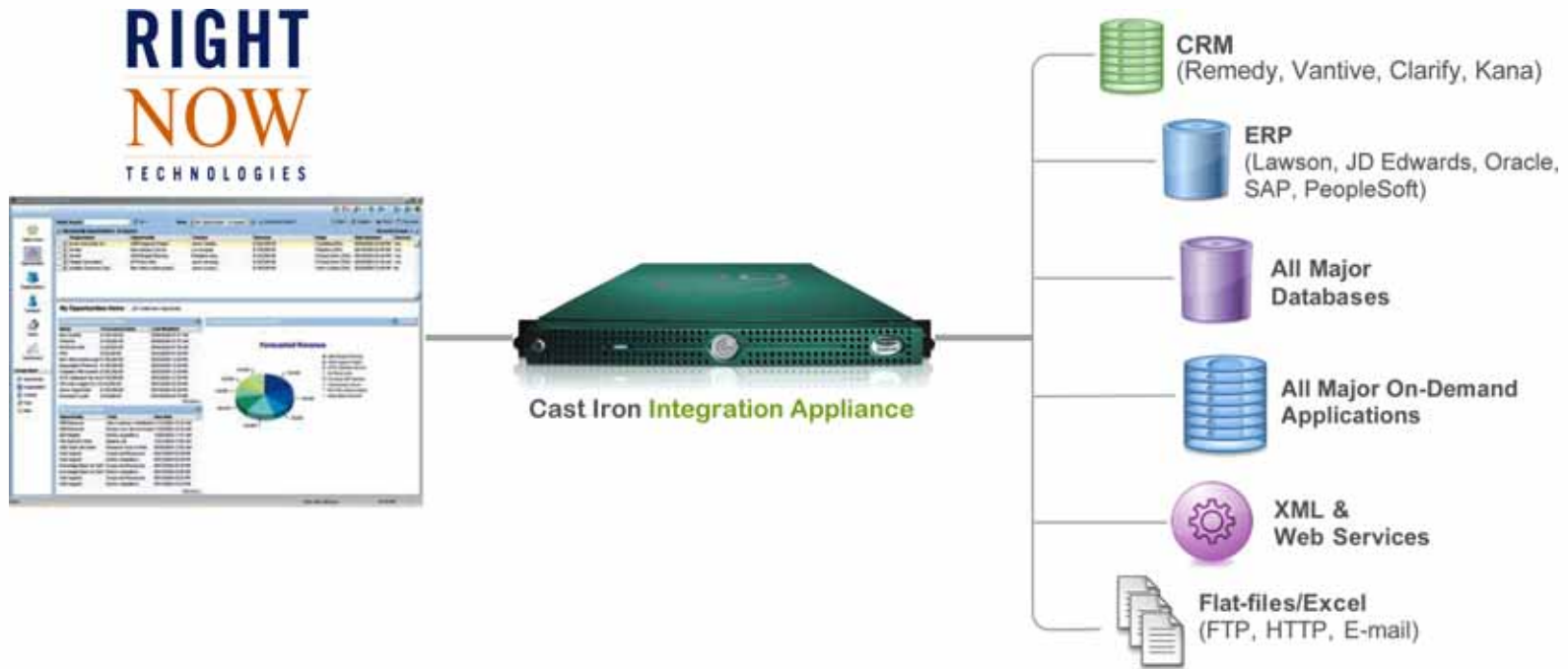
- One device
- No coding
- No re-coding
- One console



# The RightNow Integration Appliance



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- 1 Data Migration
- 2 Real-time Data synchronization with ERP, CRM, Custom Apps
- 3 Data extraction to reporting systems

# Why an Appliance?



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## Appliances simplify infrastructure



### Integration Layer

- Application integration
- Integration Appliances
- **Cast Iron Systems**



### Security Layer

- SPAM, Authentication, Firewalls
- Security Appliances
- **F5, Juniper, Barracuda**



### Storage Layer

- Data storage and retrieval
- Storage Appliances
- **EMC, Network Appliances, Sun**



### Network Layer

- Routers, Switches, Gateways
- Routing Appliances
- **CISCO, Juniper, Extreme**








### Hardware Layer

- Servers
- Operating System Appliances
- **Sun, HP, IBM**

# What it means to You



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IT Needs		 Cast Iron Integration Appliance for RightNow
 Time	Time	RightNow Integration in days
 Cost	Cost	Save 80% or more
 Skills	Skills	Free-up scarce resources
 Simplicity	Simplicity	Plug in. Configure. Run.

# Case Study Examples



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## The Cast Iron Integration Appliance

Company	Description	Systems Connected	Integration Scenario
	Leading security vendor	RightNow, Oracle, Web Portal	Customers, support contracts, licenses, EDI
	Leading Project-based ERP provider	RightNow, Costpoint, SFA, H/R vendors	Customer, License, A/R sync, benefits data
	Leading Online Survey & Panelist provider	RightNow, SQL Server, Salesforce.com	Panelists, Leads, Opportunities, Support
	Online recruitment marketplace	RightNow, Netsuite, DB	Shop-floor Integration

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## **MarketTools Expert Case Study, RightNow Integration in Days**

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Fougere Robertson

RightNow Administrator, MarketTools



# Topics

- About MarketTools
- How I found the Cast Iron appliance
- RightNow Integration Requirements at MarketTools
- The Solution Implemented
- Results & What We Learned

# About MarketTools

- Leading Online Survey Firm
- Based out of San Francisco, CA
- Global panel of 2.5 M individuals
- Zoomerang & zTelligence Survey Tools



## Our customers



## Use Zoomerang

**Create a New Survey**

- Create a survey from a template
- Create a survey from scratch
- Copy a previous survey [?]

**Recent Survey Results**

Survey Name	Last Response	Partials	Completed	Reminders
Product X Buyers (Alpha)	25/04/2007	17	48	Send
Blue Design Concept	22/01/2007	0	1	Send
Web site III 2006 (alpha)	26/07/2006	1	29	Send
Product X Buyers (Alpha)	21/07/2006	1	1	Send
Customer Satisfaction Q1	19/07/2006	0	4	Send

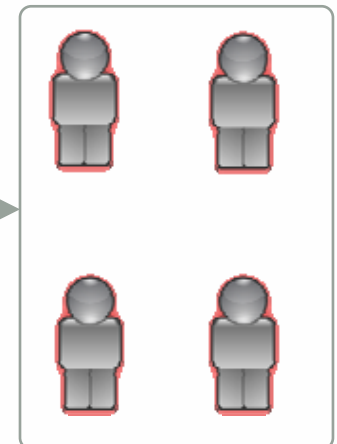
[View all surveys](#)      Display: 5 surveys

**Recent Survey Drafts**

Survey Name	Modified	Actions
Concept Test New Product or Concept	06/02/2007	• Edit • Erase • Send
Health Habits 2	24/01/2007	• Edit • Erase • Send
Product X Buyers Test Completion Status	10/11/2006	• Edit • Erase • Send
Test	27/11/2006	• Edit • Erase • Send
Bank Blue	20/11/2006	• Edit • Erase • Send

[View all surveys](#)      Display: 5 surveys

## To Survey over 2.5 M Panelists



# Our Environment

- Web-based Online Survey Products
  - Zoomerang
  - zTelligence
- RightNow
  - Marketing Campaigns
  - Customer Support
  - Panelist Support
  - Sales tool for Zoomerang sales
- Corporate Databases (SQL Server)
  - 3 million Panelists & hundreds of thousands of customers
- Salesforce.com
  - Sales Force Automation for zTelligence and Sample team



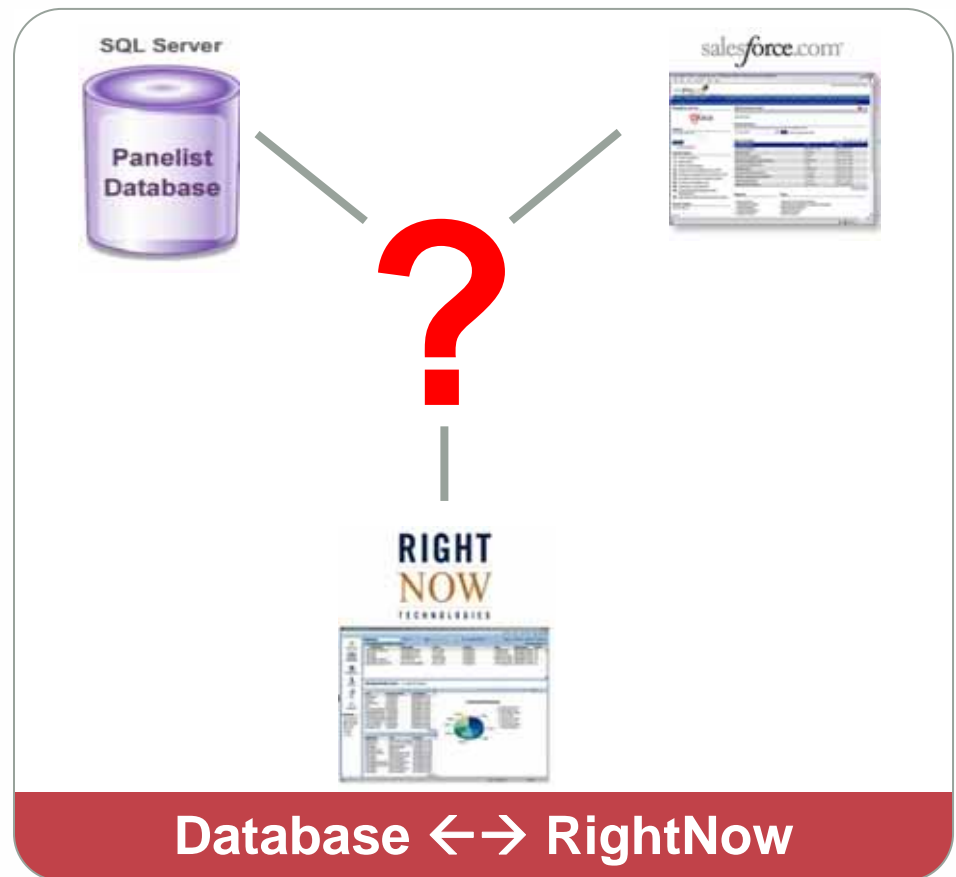
The screenshot shows a web-based survey management interface. It features a header with navigation links, a main content area with a table of surveys, and a sidebar with additional options. The table lists various surveys with columns for name, status, and other details.

Survey Name	Status	Start Date	End Date	Response Count
Survey 1	Active	2007-01-01	2007-01-31	100
Survey 2	Completed	2007-02-01	2007-02-28	50
Survey 3	Pending	2007-03-01	2007-03-31	0
Survey 4	Archived	2007-04-01	2007-04-30	20



# MarketTools Integration Requirements

- Multi-system integration
- Currently not existing, need real-time
- RightNow Integration needs:
  - Extract panelist info into RN Customer Support
  - Extract Opportunities from RN SFA to leads in SFDC
  - Opportunity status sync from SFDC to RN
- Strict project deadlines



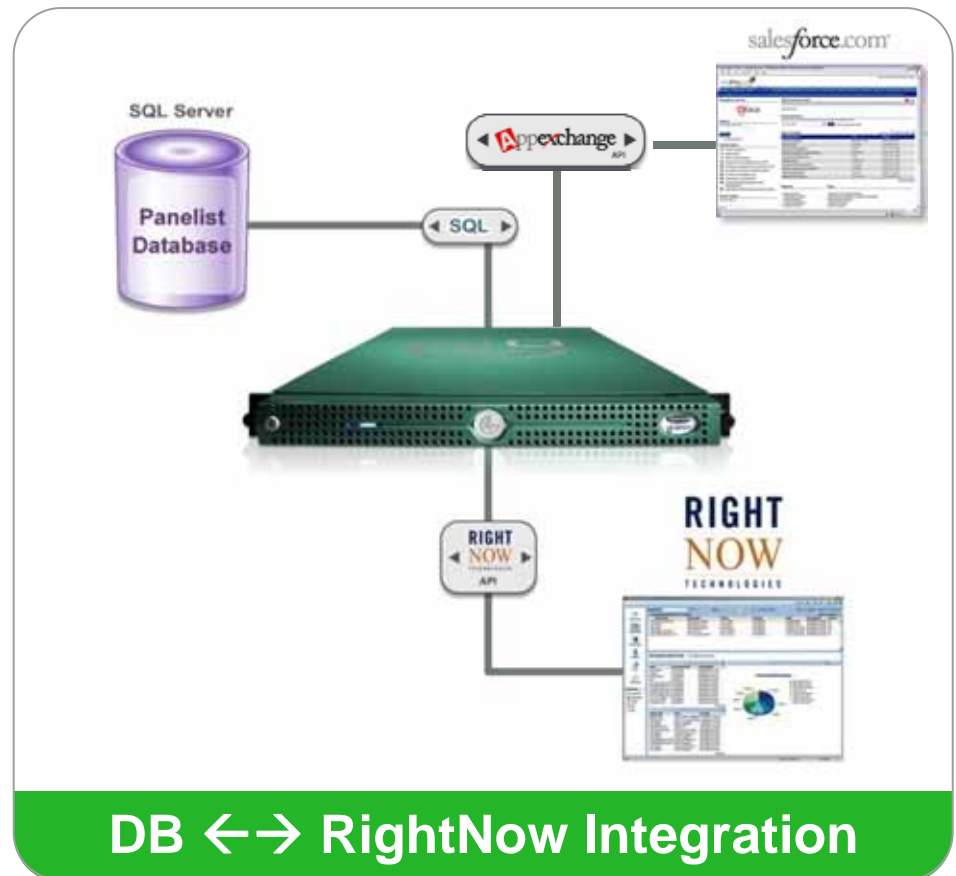
# Options Considered: Team of Coders

- Quick, dirty option:
  - Hand-coding RN interfaces
  - SQL, Web, services, etc.
- Too programming intensive – deeply technical skills needed
- Difficult to modify as needs changed
- Limited visibility of errors
- Focus: “technology, not the solution”
- “Didn’t want to build a whole team of coders”



# Options Tested: Cast Iron Integration Appliance

- Custom demo to meet our needs
- Cast Iron enables real-time integration:
  - Extract panelist info from SQL to RightNow (XML/HTTP)
  - Convert Opportunities from RN (XML) to leads in SFDC (Web Services)
  - Opportunity status sync between RightNow and SFDC



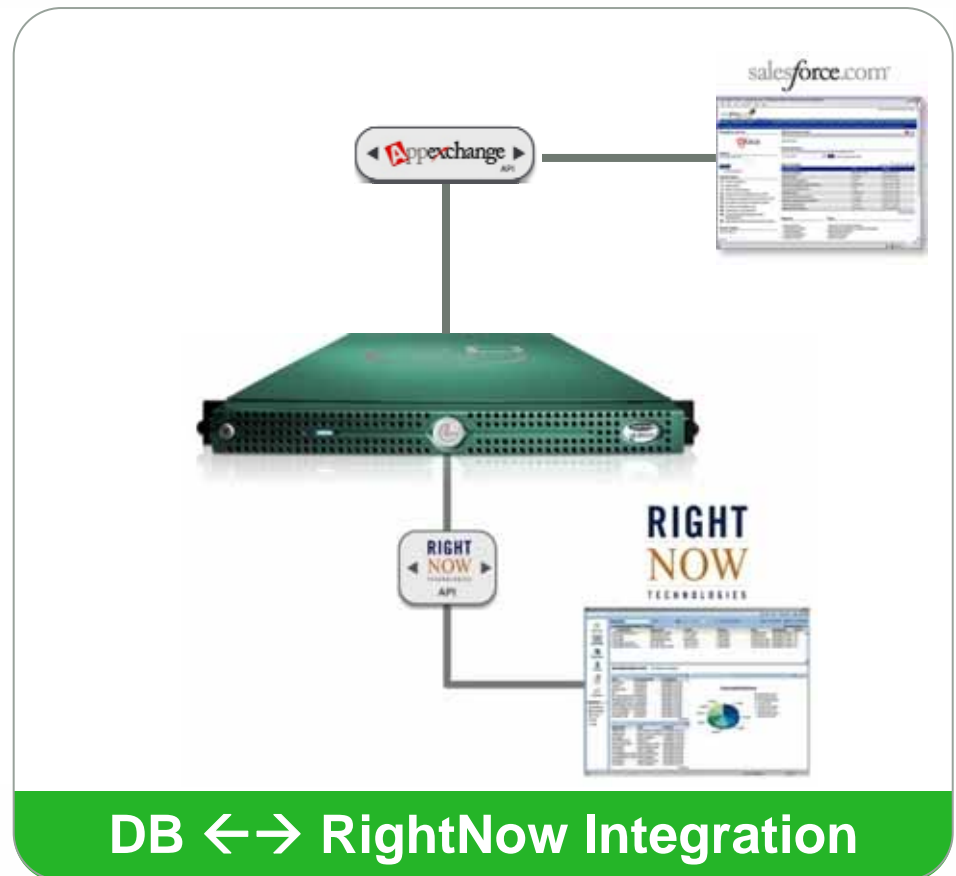
# First Project - Details

- Moving Panelist data to RN
- Implemented in Feb '07
- Jan '07 to July '07: 40,000 incidents submitted thru “Ask a Question” and E-mails
- Before: Panelist info in lots of places, lots of time wasted
- Now: 360\* View of Panelist
- Reps & Engagement team know everything about panelists:
  - Level of activity
  - Number of surveys taken
  - Date, length of engagement, etc.



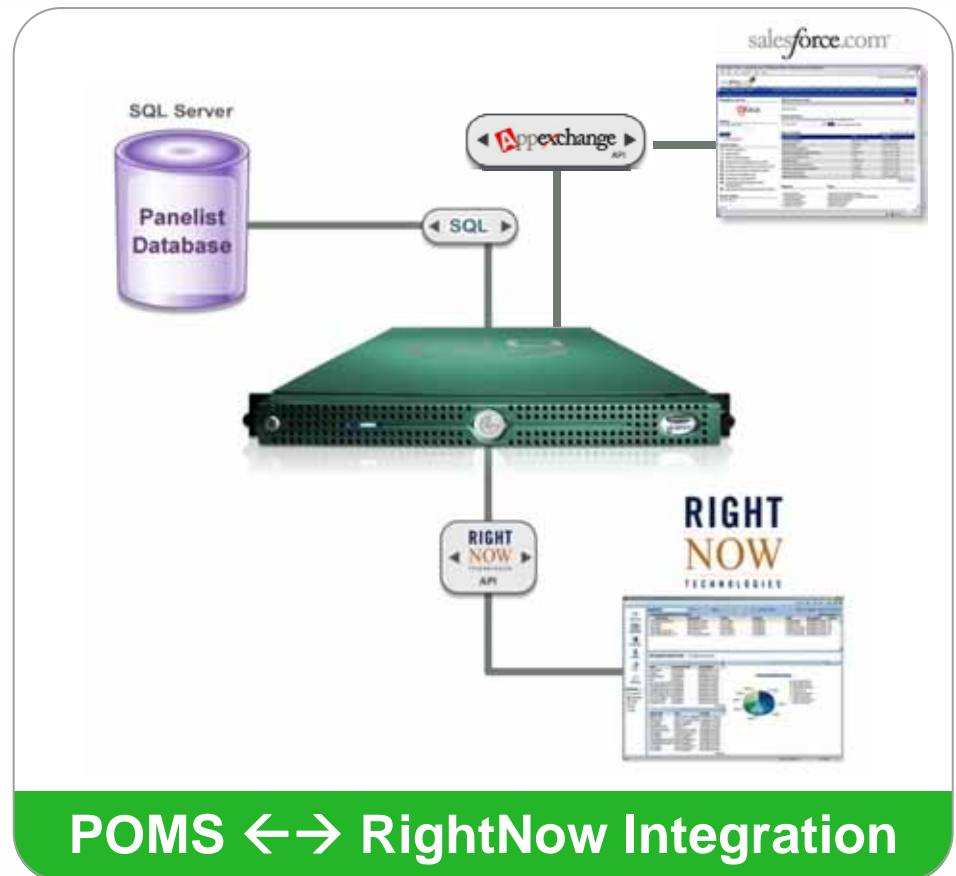
# Second Project - Details

- Marketing to Zoomerang & Sample customers in RN
  - Extremely active & successful
- Campaigns with Webforms create Opportunities in RN
- SFDC used by Sample sales reps
- Cast Iron Orchestrations:
  - Creates leads in SFDC from RN opportunities
  - Updates status of Opps in RN as leads in SFDC become dead or Won
- Now: Closed loop between Sales & Marketing



# Cast Iron Integration Appliance: Results

- Weeks of configuration replaced months of custom coding
- First project took 2-3 weeks
- “No Coding” Integration Platform for multiple needs
- Building on initial success
  - Zoomerang customers to RN
  - zTelligence customers to RN
  - Many Integrations between other business systems



# What We Learned

- Rapid RightNow adoption requires rapid integration
- Make simplicity a “must-have”
  - Simple solutions, not build-it-yourself tools
  - Seek solutions that provide built-in connectivity & standards-based access
  - Reduce dependency on programmers or external consultants
- Appliances do more than you think
  - Application integration : RightNow, DBs, ERP, etc.
- Vendor partnerships are key
  - Choose vendors committed to solve your problem, not just sell their tool



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# RightNow Appliance Overview

RightNow integration made easy



## What The Integration Appliance Does



# Live 10 Minute Demo

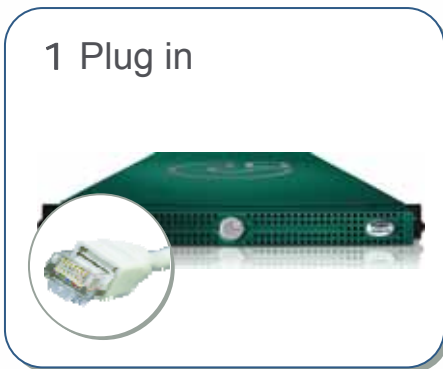


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What



How



# Summary: Integration Appliances



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## Simplicity



## Just Like...





**1-866-NO-CODING**

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