

Cellebrite unifies its lead-to-cash process with the Celigo Salesforce – NetSuite Connector

Customer
Cellebrite

Product
Salesforce – NetSuite SmartConnector

About Cellebrite

Cellebrite is a global company known for its breakthrough mobile data technology, delivering comprehensive solutions for mobile forensics and mobile lifecycle management. Cellebrite mobile forensics solutions enable access to mobile data sources, to extend investigative capabilities and generate reliable evidence. The company has 550 employees worldwide, with headquarters in Israel and operations in the Americas, APAC, and EMEA.

Background

CIO Emmanuelle Gutterman joined Cellebrite in late 2014 with a mission to move the firm's IS infrastructure to the cloud using a best-of-breed applications approach. She selected Salesforce for CRM and NetSuite for financials. Gutterman expected a complex implementation, with a separate third-party CPQ for quoting and implementation of NetSuite's OneWorld module to support the company's multiple subsidiaries and regions.

Cellebrite has a variety of sales cycles, depending on market segment. One is a typical B2B sales cycle with lead to opportunity to quote to sales order to invoice to fulfillment cycle and more; the other is a subscription-based model wherein thousands of devices are sent to retail store locations.

The Challenge

Gutterman believes that "CRM and ERP need to speak the same language and be aligned all the time." Therefore, the company needed these applications to be tightly integrated. Gutterman's plan was to manage all business applications through the cloud, and so the integration also needed to be in the cloud.

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An intelligent customer conversation relies on a salesperson's ability to view past purchases, future purchases, support cases, and billing history. It's impossible to have that kind of 360-degree customer view without the Celigo Connector.

— **Emmanuelle Gutterman,**
CIO

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Web Site
www.cellebrite.com

Complicating matters was Gutterman's decision to implement the integration at the same time the company was launching Salesforce and NetSuite. The secondary challenge was deciding whether to build an integration or use a prebuilt one.

The Solution

Cellebrite chose the Celigo Salesforce – NetSuite Connector after meeting the Celigo team and understanding the connector's capabilities and extensibility. A key element in the decision was the Connector's support of the simultaneous go-live for Salesforce and NetSuite.

The Celigo Connector allows Cellebrite to manage its lead-to-cash process using Salesforce and NetSuite as a single unified system. Leads and opportunities are tracked in Salesforce and converted to customers and orders in NetSuite. The integration gives the Cellebrite sales team full visibility into customers' purchases, invoices, payments, and other financial activity, along with likely future purchases.

The Connector supports all the key integration use cases for a tightly coupled integration. Simply put, the connector does exactly what it was designed to do, with some features embedded seamlessly in both Salesforce and NetSuite. The Celigo team's experience working with hundreds of similar companies was a key factor in the implementation's success. The team advised Cellebrite throughout the process and guided Gutterman's team through each step.

The Connector's flexibility allowed Cellebrite to tailor some of the integration use cases to their needs, such as the sales order creation process. The Cellebrite team played an active role during the implementation, including mapping fields between business objects, using the Connector's easy-to-use interface

The Bottom Line

At present, Cellebrite is using its integrated Salesforce and NetSuite tools in multiple regions, including Singapore, Germany, and the U.S. Gutterman's team has successfully configured the connector for each new implementation cycle.

The Connector is the backbone of Cellebrite's core lead-to-cash business process. It provides the sales team clear insight on their targets vs. actuals and everything in between including their commission basis—all important topics for sales reps.

Cellebrite's customer relationships depend on the Connector, which provides a 360-degree view of the customer in Salesforce as it brings in crucial financial details from NetSuite into Salesforce to supplement sales-specific data. This allows for an intelligent conversation between sales and customers by providing insight into past customer purchases, including products purchased, planned purchases, experience with support cases, and status of current invoices and payments.

Results

Gutterman now has the peace of mind knowing that the applications are "talking to each other" effectively, with the connector dashboard providing the ability to understand the health of the integration. Various data flows run in the background with no need for constant monitoring, allowing Gutterman's team to focus on other areas.

Cellebrite's primary market is law enforcement and, as a result, the company needs to ship hardware frequently. Therefore, the fulfillment cycle is a high priority. With the Connector in place, Cellebrite's fulfillment cycle is now much faster, with sales and operations departments connected in a more seamless process. A reduced fulfillment cycle means faster billing and increased revenue.

As an out-of-the-box offering that's flexible and customizable, the Connector has all the features Cellebrite needs. The alternative was to start from scratch with an integration platform, which takes much more time and, unlike the Celigo Connector, the solution still isn't embedded seamlessly in both applications. The bottom line is that the Connector reduces overall IT cost and effort.

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The Salesforce – NetSuite Connector is fantastic. It's a forward-thinking solution that's embedded in both Salesforce and NetSuite. It's configurable, which is important we always want to control how we connect Salesforce and NetSuite in a way that evolves over time.

— Emmanuelle Gutterman,
CIO

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About Celigo

Headquartered in San Mateo, Celigo is pioneering the future of application integration. Celigo's SmartConnectors™ are prebuilt integrations that connect independent SaaS applications together seamlessly. These connectors are backed by the integrator.io, an easy-to-use integration middleware platform for building custom integrations.

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