



## SUCCESS STORY: Pentax Medical

### Integration using TIBCO Scribe Insight.

CloudFronts enabled data integration between Salesforce and Dynamics AX using TIBCO Scribe Insight.

### About PENTAX Medical:

PENTAX Medical is a division of HOYA Group. The organization's mission is to improve the standard of patient care and quality of healthcare delivery by providing the best endoscopic products and services with a focus on quality, clinically relevant innovation, and simplicity. Through leading-edge R&D and manufacturing, PENTAX Medical provides endoscopic imaging devices and solutions to the global medical community.

Headquartered in Japan, PENTAX Medical has a worldwide focus and presence with R&D, regional sales, service, and in-country facilities around the globe. You can learn more about them here <https://www.pentaxmedical.com/pentax/>

### Business Requirement:

Many firms use Microsoft software together with Salesforce, the company behind the leading CRM solution. As recently announced, Microsoft and Salesforce are strengthening their strategic partnership and plan to deliver additional integrations and apps that make it easier to get the benefit of ERP software used together with Salesforce.

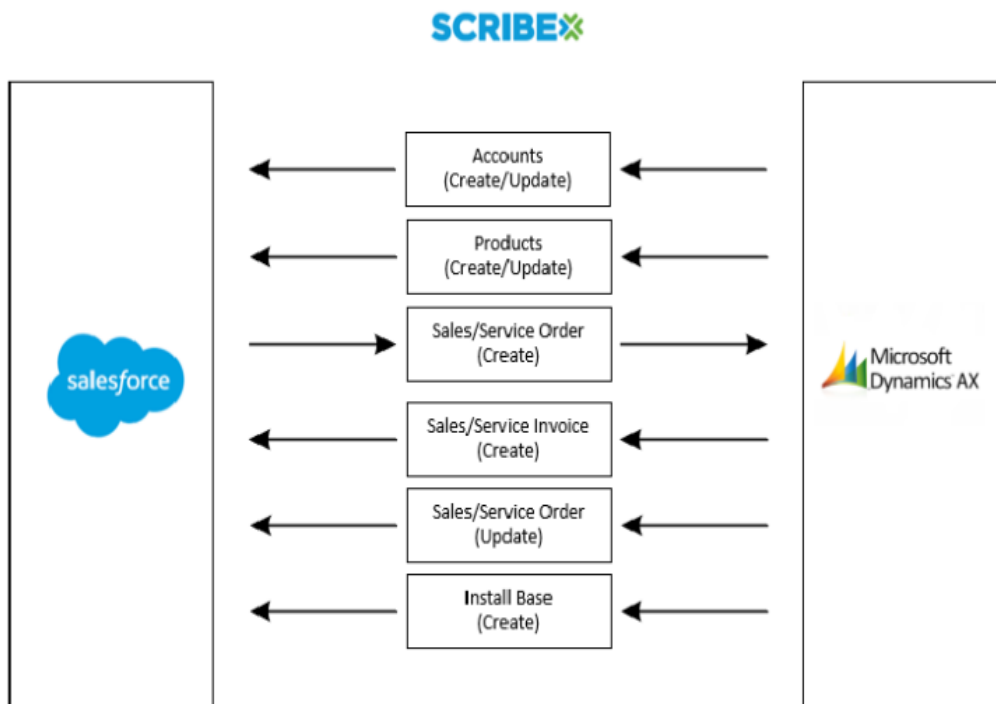
Similarly, in this case, Pentax Medical use Salesforce and Microsoft Dynamics AX in the same environment. Additionally, the teams observed that it was getting increasingly difficult to operate efficiently due to disparate systems.

### Solution Delivered:

Pentax Medical required a link between Salesforce and Microsoft Dynamics AX. CloudFronts offered a secure solution that syncs data between Microsoft Dynamics AX and Salesforce.

To resolve the above business challenge, CloudFronts team carried out a software integration process which involved establishing a connection between these two applications using robust integration tool to function bi-directionally so that the data/functionality flows between both the systems smoothly.

The below diagram will clearly explain the workflow between Salesforce and Microsoft Dynamics AX



### Key Technologies:

1. TIBCO Scribe Insight

### Post Go Live:

Post go-live, integrated data has allowed this medical device provider the ability to streamline marketing and cross-sales, saving resources and supporting growth.

An integration of these two systems has produced accurate data availability for the entire organization. Now, post the linkage of Salesforce and Dynamics AX, PENTAX Medical is reporting benefits such as:

- Seamless two-way integration.
- Automatically updated pricelists to inform sales.
- Open sales orders quickly transferred to Salesforce for visibility.
- Insightful sales and payment history to drive customer service.

### Connect with us!

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