

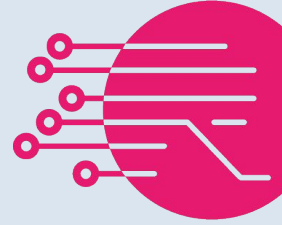
Connecting ERP & CRM: Salesforce & Dynamics Integration Strategies

Thames Water - a customer case story

Beate H. Thomsen & Sirine Touihri | RAPIDI

Laurence Sidney & Paul Ison | KE Consulting

Today's Conversation



An interview with the team that built the Salesforce - Microsoft Dynamics NAV at Thames Water UK.

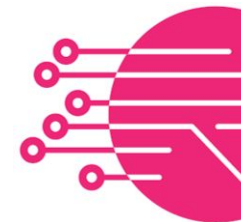
60 minutes

Three acts: Problem, Solution, Results

Live Q&A at the end

A gift for everyone who stays to the end

Meet your hosts and today's guests



YOUR HOSTS · RAPIDI



Beate Thomsen

Co-Founder, RAPIDI

Hosts the conversation. 30+ years in CRM-ERP integration.



Sirine Touihri

Sales Consultant, RAPIDI

Manages Q&A and live chat.

TODAY'S GUESTS · KE CONSULTING



Laurence Sidney

CEO, KE Consulting

Tells the Thames Water story. 20+ years owning the customer relationship.



Paul Ison

Senior Technical Consultant, KE Consulting

Technical lead on the Thames Water build. Architect of the integration.

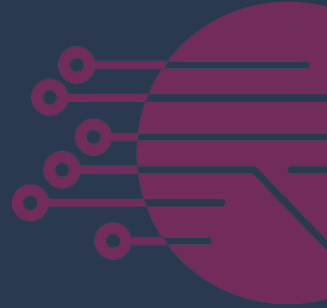
RAPIDI

Data integration since 1987. Connects CRM, ERP and enterprise apps without code. Used across Salesforce, Microsoft Dynamics, HubSpot and others.

KE CONSULTING

UK Microsoft Dynamics partner. NAV and Business Central specialists for large enterprise. Delivered the Thames Water integration with Rapidi.

Today's story: Thames Water Utilities Limited



- UK's largest water and wastewater utility, serving 15 million customers across London and the Thames Valley.
- 400+ applications across IT estate
- 40+ operational divisions
- 850-900 million GBP annual non-household billing on Navision
- Salesforce as the new customer-facing front end
- KEC + Rapidi connecting it all

Overall goal & strategy: improved customer experience

01

The Problem





Before integration

- Two-hour daily batch, 6:00 to 8:00 a.m.
- 400 invoices and 300 payments per day
- Wrong button order = redo the whole day
- Job offshored because nobody in the UK wanted it
- 60 users idle when the morning batch broke
- Monthly invoicing for top 50 customers delayed 1 to 2 days

"It got to the point it just didn't work."

02

The Solution



Why Rapidi over Mulesoft



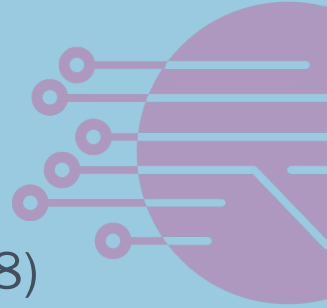
Mulesoft

- Build NAV side from scratch
- Development needed
- Analysis, design, dev, SIT, UAT, training, warranty
- Higher annual support cost
- More risk, more stress!

Rapidi

- Out-of-the-box Salesforce <-> NAV, BC, Finance etc.
- Setup, not development
- No data stored (GDPR friendly)
- Globally proven, scope grows at no extra cost
- Engagement and support, not just a tool

Architecture at a glance



- Salesforce <-> Rapidi <-> Navision (NAV 2013 R2 -> BC 28)
- NAVISION is bi-directionally linked to SAP Core GL
- SAP Core GL (also manages the household meter and billing)

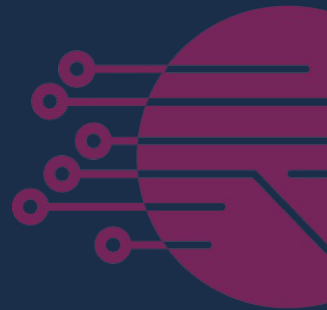
- Bidirectional, near real-time
- ~10 minute max sync latency
- Configuration, not custom code

03

The Results



Before vs. After



BEFORE

- 2-hour manual batch every morning
- Daily order-of-operations risk
- Monthly invoice delayed 1 to 2 days
- Manual direct debit lifecycle
- 60 users blocked when batch failed

AFTER

- Real-time, 24/7 sync
- Customer order to delivery in under 2 hours
- Monthly invoice out before 9 a.m. on the 1st
- Direct debits fully automated
- "No support calls means it's bloody successful"

Beyond Water Searches



Done: Water Searches

Next (June): Bio Recycling

Long term: all 40 NAV divisions integrated, upgrade to BC and Mulesoft replacement

Design reuse: Rapidi makes it possible to copy configuration and tweak it to the next divisions, not redesigned from scratch.

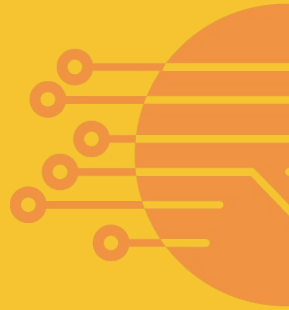
"Good integration needs good products, but also good people."

Laurence Sidney, CEO, KEC



A gift for staying with us

1. Free ebook for everyone
Real-Time CRM <-> ERP Sync Playbook
Mapping checklist + Thames Water mini case story
2. Free 1-hour integration assessment
Rapidi + KEC will scope your CRM <-> ERP integration





QUESTIONS ?

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Thank You



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