



A solution for cloud and on-premise LOB systems

# A Microsoft Azure Integration solution

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A close-up photograph of a metallic, multi-spoke valve or wheel on a dark, industrial surface. The valve is circular with several spokes radiating from a central hub. The background is dark and textured, possibly a metal wall or panel. The lighting is dramatic, highlighting the metallic sheen of the valve.

## Who is Alex Murov:

- A solution developer
- At Avanade for more than 5 years
- Actively involved in Cloud & Integration solutions

Introduction

Questions

Time line?

When is the solution becomes final or does it at all?

Contacts?

End Goal?

Who is the client?

Budged?

Load?

Sync or Async?

Maintenance

Priority?

Why a solution on a global scale?

Are there limitations and challenges?

Technologies?

What are the messages?

Costs?

Other teams?

Tracing?

Questions



A Global food and  
beverage company

Drive of the effective  
product sale

Who is the client?

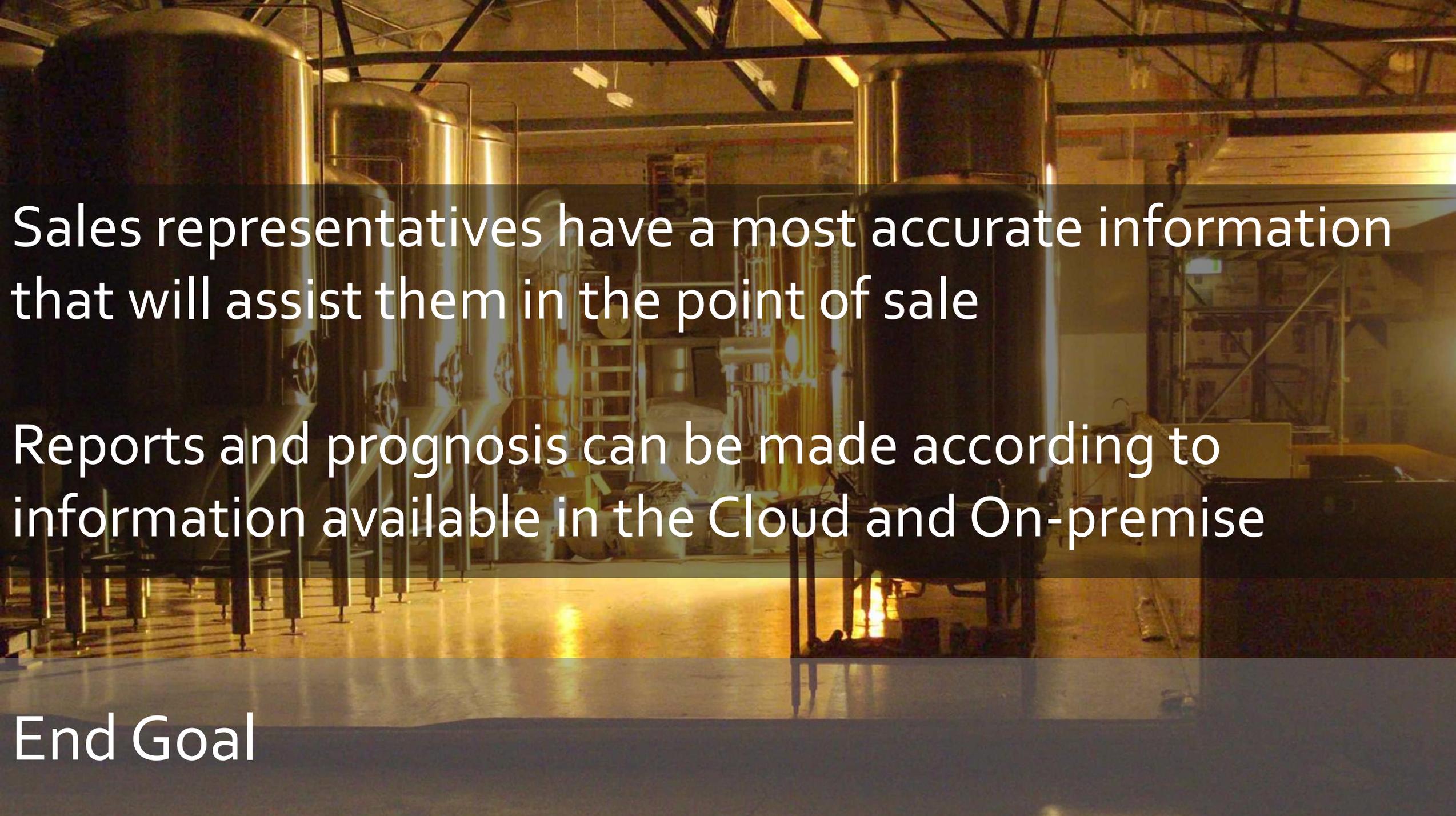


Thousands of Sales  
representatives  
around the globe that  
need the latest  
information available

Why a solution on a global scale?



End Goal



Sales representatives have a most accurate information that will assist them in the point of sale

Reports and prognosis can be made according to information available in the Cloud and On-premise

End Goal



Perfect  
Execution

Asset  
Management

Trade  
Marketing

Route  
Planning

Master Data  
Management

Adminstration  
Anywhere

Business  
Collaboration

End Goal = One way of working

A photograph of a brewery interior. In the foreground, a large, dark copper brewing kettle is prominent. In the background, a staircase with a metal railing leads upwards. The walls are light-colored with decorative elements, and the lighting is warm and ambient.

SAP

Azure

CRM  
Online

Technologies



Initial load and update of  
Master data information

- Shops
- Bars
- Restaurants
- etc.

Two pilot countries

Only to CRM

No custom development on  
CRM side

Information must be made  
available to Salesrep's



## Challenges:

SAP can **only** send **create** messages

SAP has **no** knowledge of **CRM** entity **ID's**

## Solution:

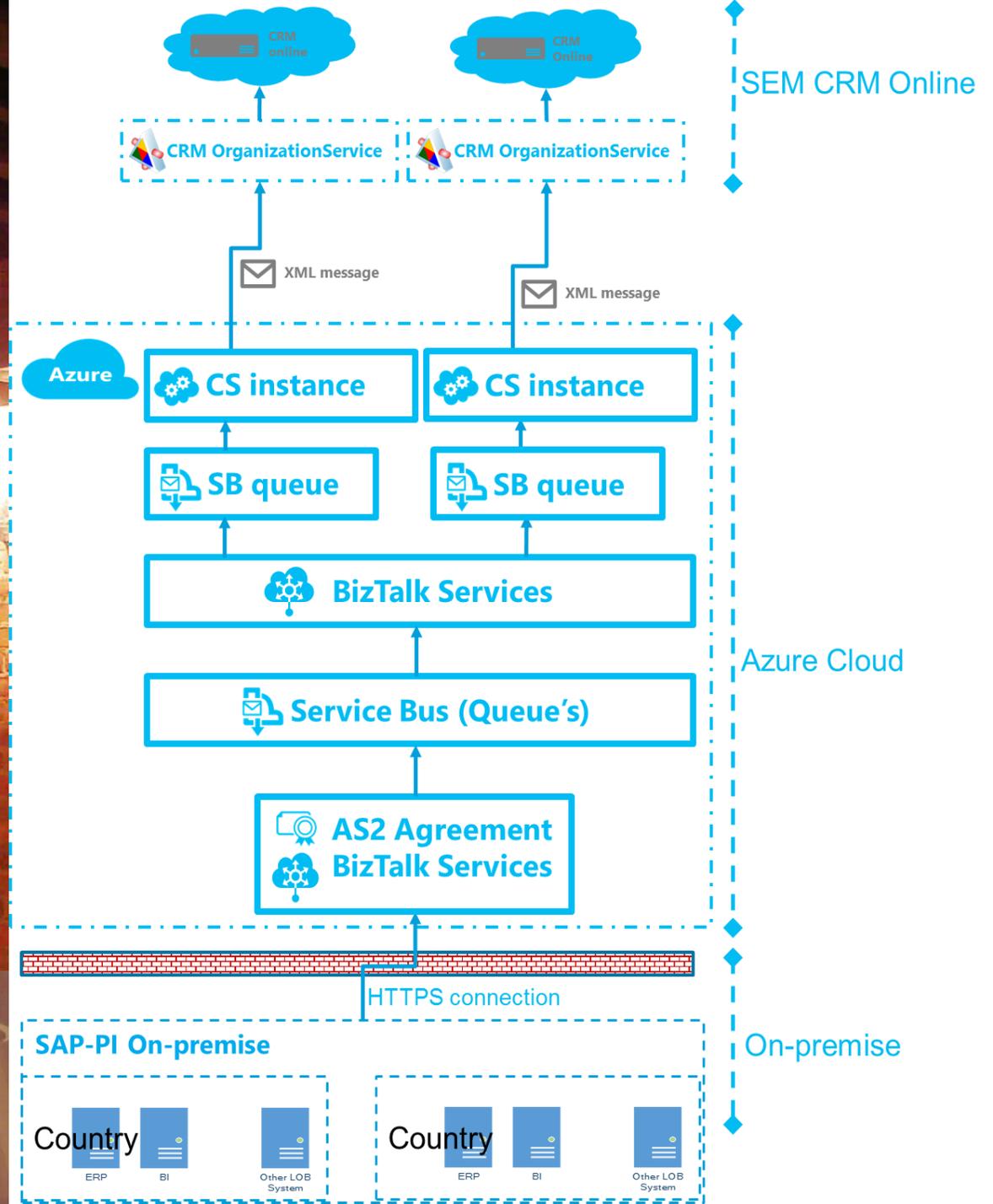
Workflow to map message types

Workflow to map CRM ID's

Information must be made available to Salesrep's



Information must be made available to Salesrep's





Updates in CRM are send to  
SAP

- New address
- Name change
- Owner change
- etc.

No custom development in  
CRM

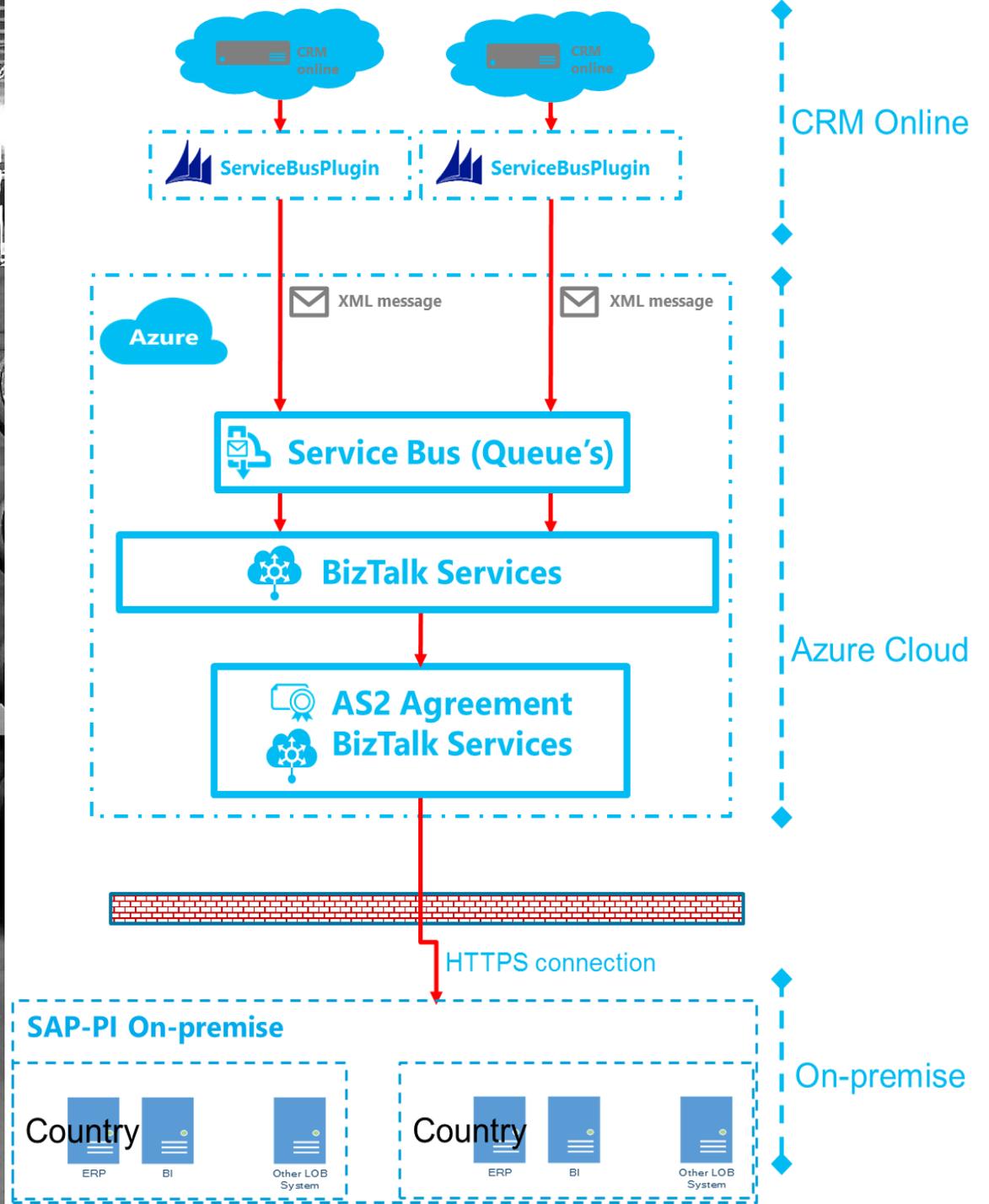
No messages  
transformation

Done in SAP and is country  
specific

Salesrep's changes must  
be updated in SAP

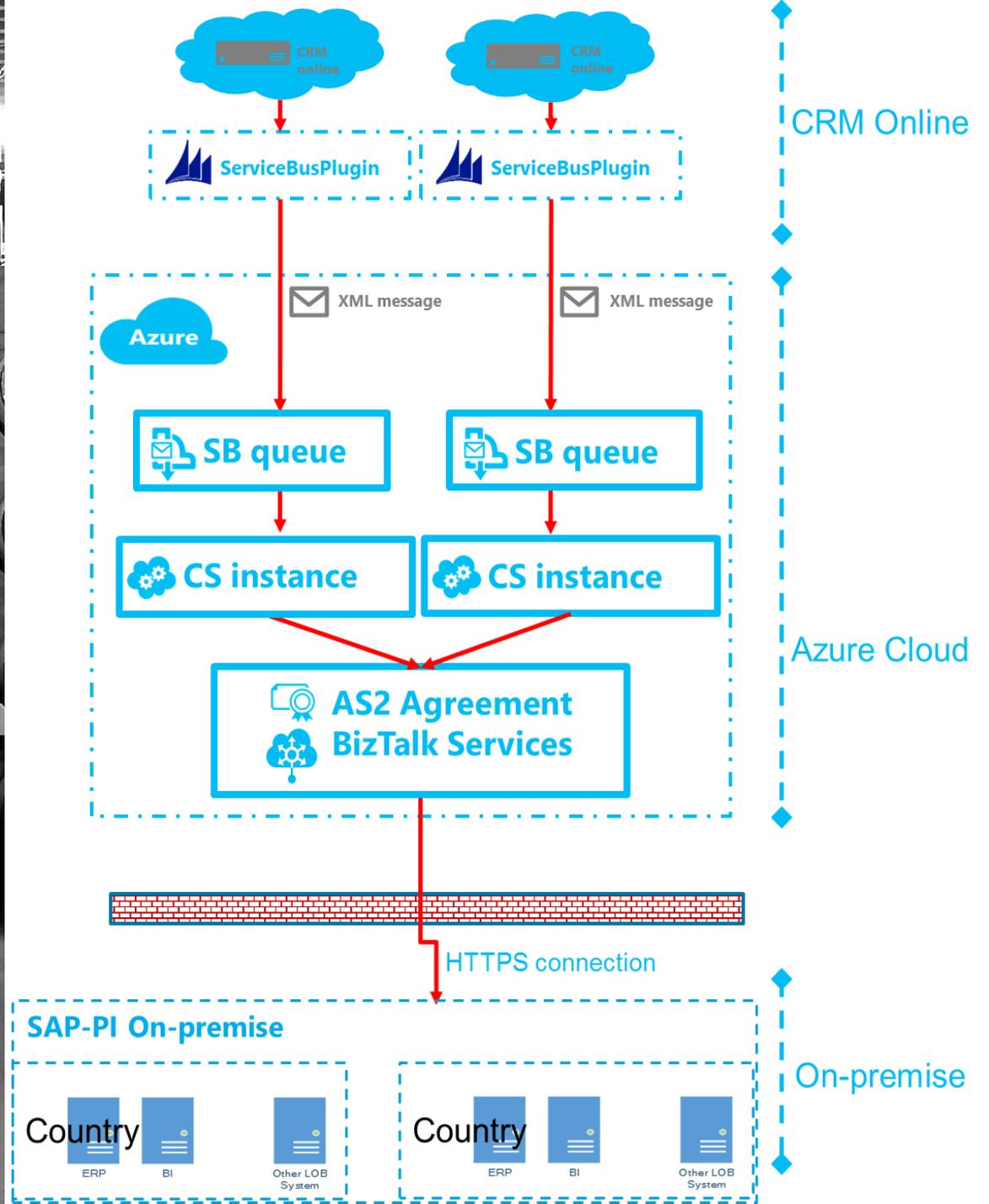


Salesrep's changes must be updated in SAP





Salesrep's changes must be updated in SAP





Prospects are send from  
CRM to SAP

SAP is in charge of  
prospect approval  
process

New opportunities must be  
first approved in SAP

A photograph of a brewery interior. In the foreground, a large, polished copper brewing kettle is prominent. In the background, another similar kettle is visible. A control panel with several gauges and valves is mounted on a stone wall. The ceiling is made of dark wood with exposed pipes and lights. The overall atmosphere is industrial and warm.

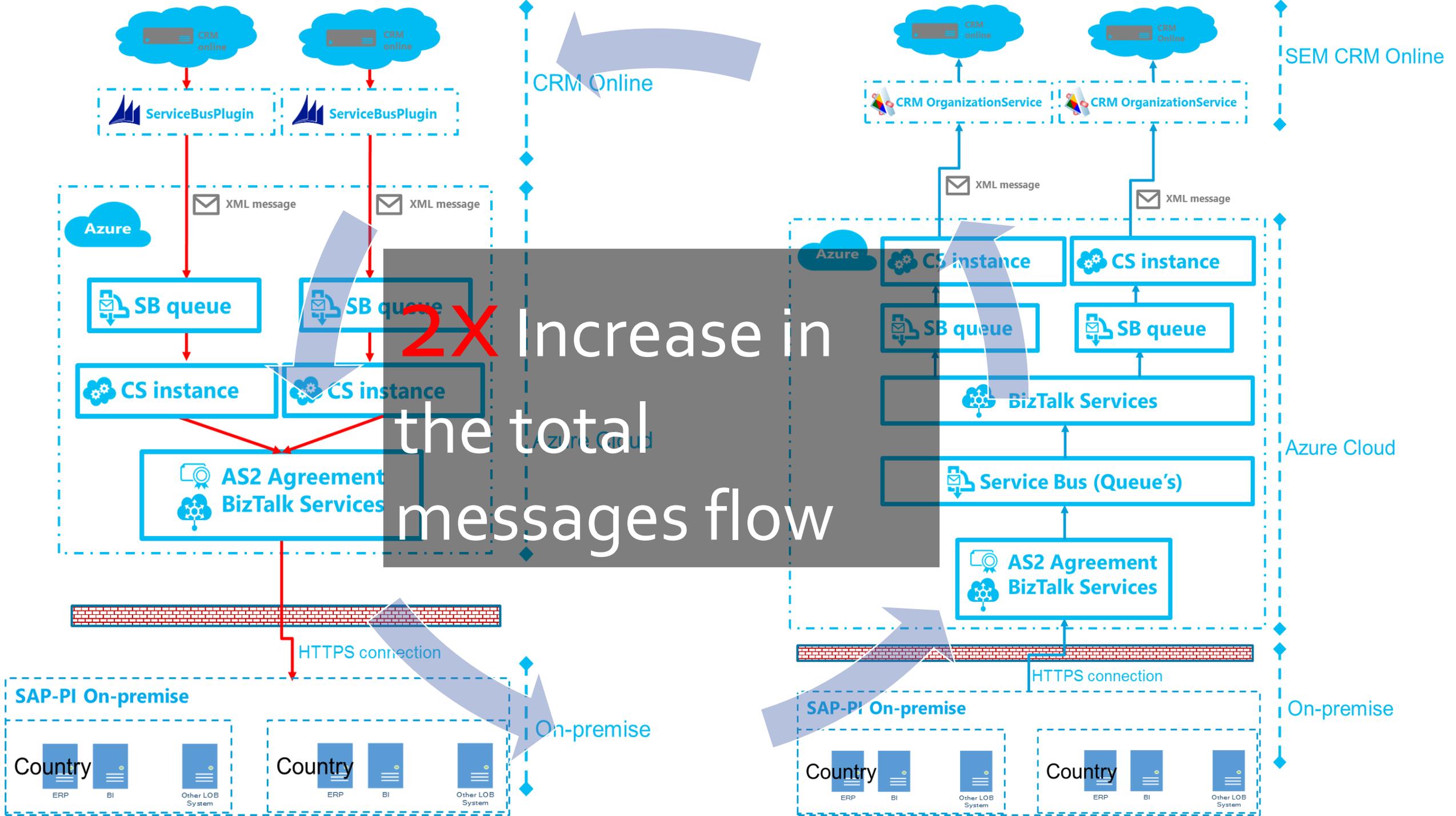
Challenges:

Prospect is disabled in CRM

Solution:

New workflow for Update

New opportunities must be first approved in SAP

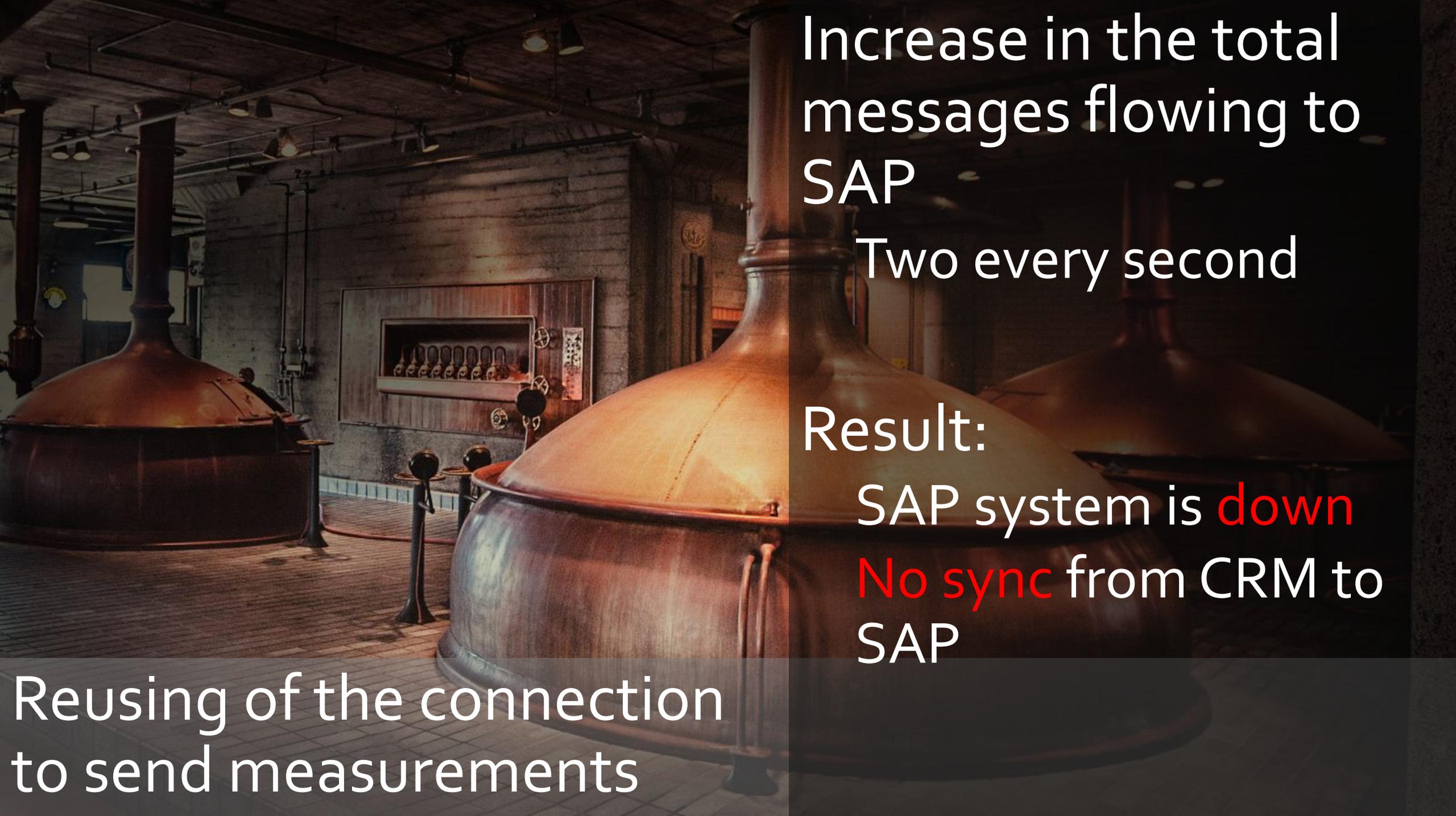




Measurements are  
send from CRM to SAP

Reusing the current  
integration setup

Salesrep's measurements  
must be updated in SAP



Increase in the total  
messages flowing to  
SAP

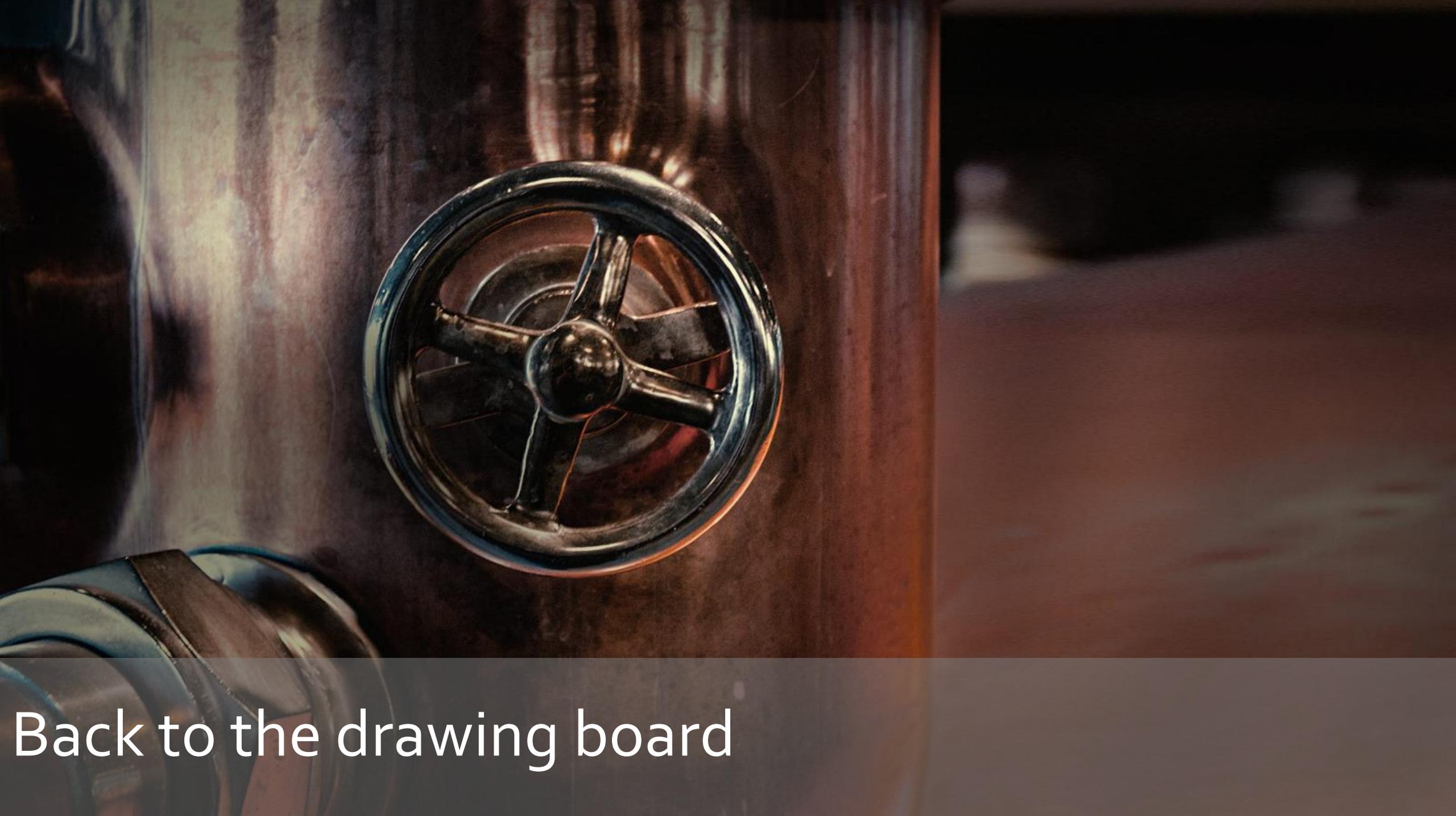
Two every second

Result:

SAP system is **down**

**No sync** from CRM to  
SAP

Reusing of the connection  
to send measurements

A close-up photograph of a polished metal valve, likely brass or chrome, mounted on a copper pipe. The valve has a circular face with a central knob and four radiating spokes. The copper pipe shows signs of wear and discoloration. The background is dark and out of focus.

Back to the drawing board

# SAP

# Azure

New development is costly and time consuming

Delivery method can be configured with minimal effort

Splitting into two message flows

1. Master data still using the current AS2 connection
2. Measurements using new SFTP and pulling mechanism from SAP

# CRM Online

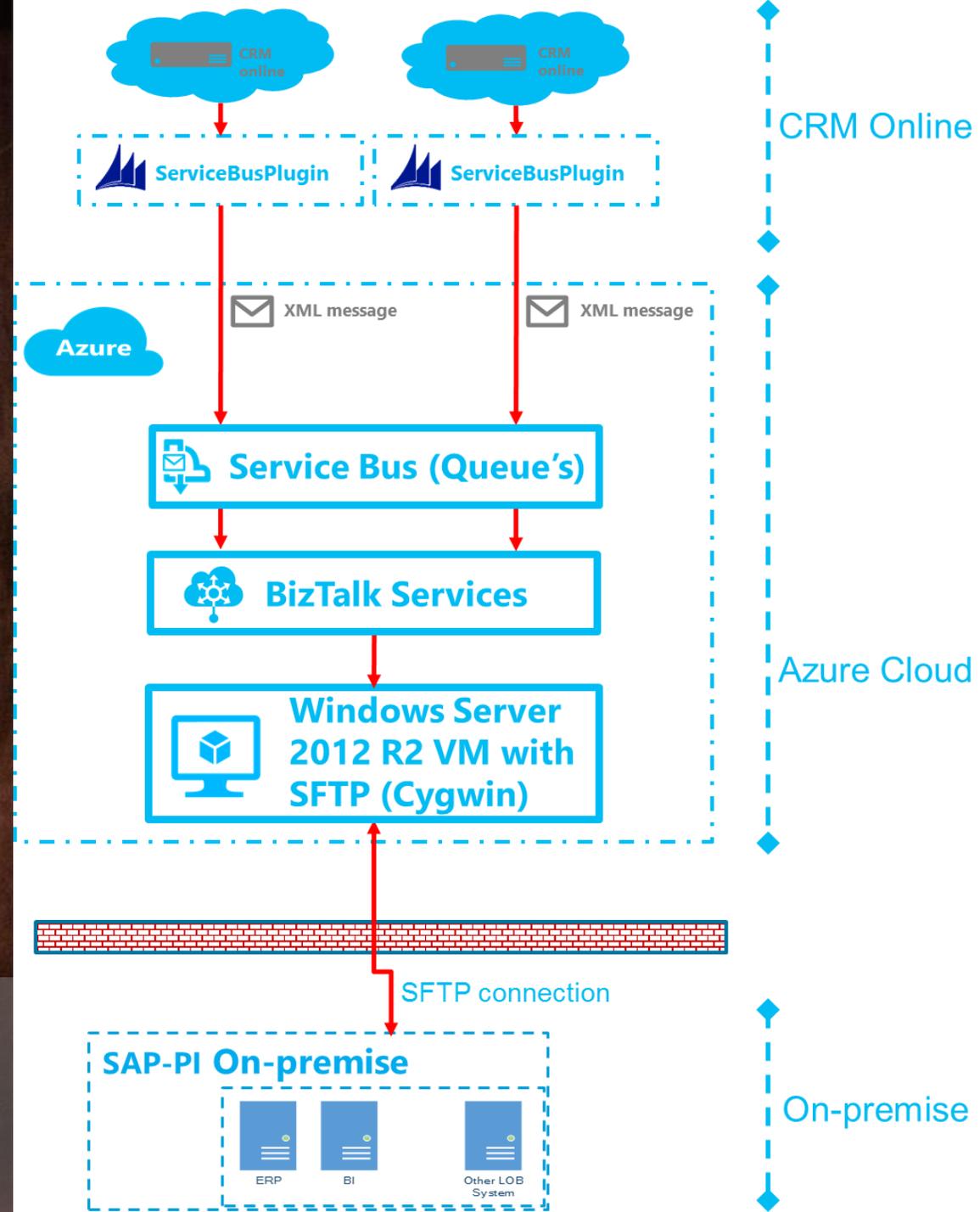
No custom development, only configuration is allowed

## Back to the drawing board

# Azure

Splitting into two message flows

1. Master data still using the current AS2 connection
2. Measurements using new SFTP and pulling mechanism from SAP



Solution



Demo



## Plus:

A good alternative to the BizTalk Server in similar scenarios

A generic solution, that can be rolled out with minimal development

Configurable from Azure Management Portal

## Downside:

Difficult to trace and recover messages

No error or exception notification

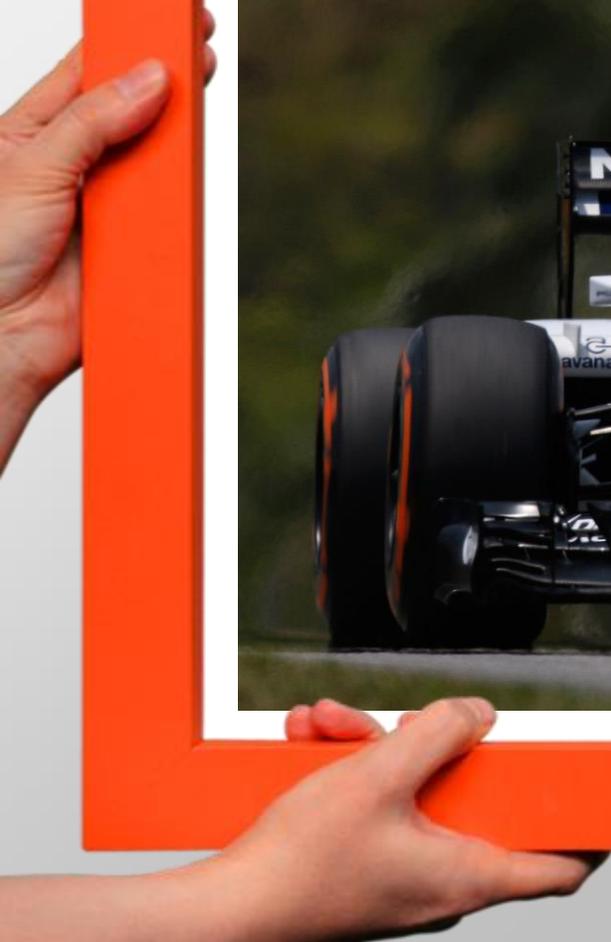
## Future work:

Using the Event hub for traceability and monitoring

# Conclusion



Questions ?



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