IndustryWeek

EXECUTIVE SUMMARY

Not Set in Stone: How Granite Countertop Technology Company BACA Tamed Complexity

Stu Johnson, Senior Director, Product Marketing, Rootstock
Ohad Idan, Founder and CEO, Praxis
Andrew Russo, Salesforce Admin, BACA Systems

JULY 27, 2022

KEY TAKEAWAYS

- Multiple factors must be considered when choosing an integration approach.
- Native platform solutions help mitigate risk.
- Leveraging the Salesforce Platform lowers total cost of ownership.

in partnership with

rootstock®

Not Set in Stone: How Granite Countertop Technology Company BACA Tamed Complexity

OVERVIEW

Integrating systems introduces risk to businesses in terms of time, cost, and complexity. In addition, custom-built, bespoke integrations can contribute to maintenance and downtime challenges. A modern alternative, solutions built natively on a common platform, can reduce the cost, complexity, and effort of building out a next-generation cloud solution, while improving reliability and scalability, and reducing time to value.

Leveraging the native connection between Rootstock Cloud ERP and Salesforce Sales Cloud and Service Cloud offerings, BACA built out a complete manufacturing operating system with no additional coding required. The ease of driving business value out of applications that live on the Salesforce Platform made it the platform of choice for Praxis Consulting to focus on.

CONTEXT

Andrew Russo discussed considerations for businesses evaluating an ERP and explained how BACA used Rootstock ERP on the Salesforce Platform to easily build automation for BACA business workflows. Ohad Idan shared best practices for integrations on and off of the Platform and highlighted why Praxis recommends Salesforce as the "anti-integration" platform.

KEY TAKEAWAYS

Multiple factors must be considered when choosing an integration approach.

Time, cost, and complexity are key factors when considering the best approach to integration. Do you have the time and budget to hire a developer to write the integration? Do they have the expertise to implement your complex workflows? And even more importantly, are you prepared to call them whenever you need a change or when something breaks? Choosing to combine multiple applications together on a next-generation platform not only removes both the time and the cost, but there are virtually no ongoing maintenance costs as changes on the platform are easily implemented.

Complexity also plays a key role. Even in the smallest integrations, there can be many edge cases and external factors, such as system availability, error handling, or regulatory changes, that must be planned for and handled, both during the development process and ongoing after rollout. This is especially important when dealing with multiple, high-volume systems.

> Let's say you build a custom integration for [a tax service] and it works today, that's great. But then a state comes out with a new tax code that has to be calculated and handled. Now you need to have a developer write that. There are so many things that can happen where external factors impact it.
>
> *Andrew Russo, BACA Systems*

Another concern is **security**, as security best practices and requirements can differ for the systems involved. Thorough penetration testing is required to ensure security of any integration but when you use the Salesforce Platform, you get the benefit of a world-class security protocol that gets over four billion dollars invested per year to keep all solutions on the Platform safe.

Not Set in Stone: How Granite Countertop Technology Company BACA Tamed Complexity

Native platform solutions help mitigate risk.

Reliability concerns can be addressed by using a proven, next-generation platform. Shifting ownership for build, maintenance, fixes, and uptime to your platform vendor inherently reduces risk. The platform team must ensure that ALL access points are eliminated or blocked and are responsible for data integrity for ALL solutions on their platform.

There are two aspects of integration scalability:

- High number of transactions and . . .
- A high-availability, scalable platform

> At the end of the day, customers buy solutions to solve business problems.
>
> *Stu Johnson, Rootstock*

Mr. Russo gave an example of a native Salesforce application—the Rootstock solution, which is an ERP built on top of the widely used, supported, and scalable Salesforce Platform.

Rootstock differs significantly from traditional solutions, because Rootstock uses the database of the Salesforce Platform upon which it sits. There is no "integration" between Rootstock and Salesforce because Rootstock is a native Salesforce application that was designed and built as an extension—not just an addition—to the Salesforce Platform. Mr. Idan noted that the native connection between the two systems allows them to talk to each other inside the platform using Salesforce.

At BACA, Mr. Russo built upon his Rootstock implementation to add shipping automation into the company's workflow. The time to implement this on-platform app was less than 20 hours, which Mr. Russo says consisted primarily of installation and configuration—mapping goods to be shipped to the correct destination. Because both solutions are native Salesforce applications, all the work was completed on the Salesforce Platform using provided configuration tools—no coding required.

> We did some pretty custom stuff with how we wanted to bring in multiple shipments. We pull all the costs from the actual shipping that goes out and we automatically bring it back under the invoice, so we were able to reduce a bunch of man hours of having to manually keep track of costs. . . . It's a big impact.
>
> *Andrew Russo, BACA Systems*

Leveraging the Salesforce Platform lowers total cost of ownership.

When considering a platform to invest in that will ease and strengthen future additions to your IT stack, Salesforce provides superior, seamless functionality to make your "implementation lifecycle" less complex and costly. For any growing manufacturer, there will be new applications to add to the stack as needs arise. Why not choose a platform built for "connectability" versus writing integrations between each new app and all the related others.

Any applications that live on the Salesforce Platform can leverage a common data model, which makes connecting two applications as easy as mapping objects and configuring their behaviors. Different applications will introduce different objects to the Salesforce database, but all tools offered by the Salesforce Platform and their associated functionality will still apply.

Not Set in Stone: How Granite Countertop Technology Company BACA Tamed Complexity

Whether in Rootstock or any other third-party application from the AppExchange, users can create automation to take data from one application and move it to another, configure event-based activities, and more—without needing a developer. Using **Salesforce declarative tools** (a term that refers to "clicks-not code"), users can easily drag and drop capabilities to build even complex logic and automation, without any programming experience. These "Flows" can be built and reused, as well, to get to value quickly.

Salesforce's investment in declarative tools has significantly increased the depth and breadth of the Platform's capabilities, so much so that system integrators, consultants, and partners frequently deliver solutions to customers using declarative tools, rather than having to write code.

> [Salesforce] reduces the time to deliver a solution—from the moment of conception to initial design, build out, testing, and finally delivering—to as little as a few hours of work sometimes, whereas in traditional integration, you're talking about weeks, typically, at the very least.
>
> *Ohad Idan, Praxis LLC*

The ease of use and lower barrier to entry in using the Salesforce Platform with applications from the AppExchange keeps both initial costs and total cost of ownership low while simultaneously speeding time to value.

New capabilities are added with every release of Salesforce Flow. The Flow technology in Salesforce offers both the ability to use out-of-the-box capabilities and the ability to extend those capabilities by using additional components, including writing code.

> If you have the choice of choosing two applications that live on Salesforce, versus one on Salesforce and one outside, and those applications have a need to talk to each other, you should consider that cost of integration as a significant reason to give a little bit more value to the choice that lives on the Platform.
>
> *Ohad Idan, Praxis LLC*

ADDITIONAL INFORMATION

Learn more about: Rootstock Software, BACA Systems, and Praxis LLC

Not Set in Stone: How Granite Countertop Technology Company BACA Tamed Complexity

BIOGRAPHIES

Stu Johnson

Senior Director, Product Marketing, Rootstock

Stu Johnson has more than 35 years of experience in the manufacturing industry starting with a degree in mechanical engineering and beginning his career as a mechanical design engineer. Stu has held various leadership roles in the enterprise software space providing solutions for global manufacturers in PLM, ERP, and MES for the consumer, aerospace, automotive, and food & beverage industries.

Ohad Idan

Founder and CEO, Praxis

Ohad Idan is the founder of Praxis, a consulting company dedicated to help businesses get the most out of the Salesforce Platform.

Before he founded Praxis, Ohad spent many years in operational, technical, and managerial positions in logistics, manufacturing, and technology companies. Believing that technology, when used correctly, empowers employees to get more done in less time, he was amazed how often it instead made things more difficult.

Andrew Russo

CIO and Salesforce Admin, BACA Systems

Andrew Russo has a degree in business administration from Kettering University and has been in the industrial automation industry for over 7 years. He currently leads the Information Technology Team at BACA Systems. He is a 6x certified Salesforce consultant who has a vast array of experience implementing and configuring Salesforce to meet complex business needs in a simple and user-friendly way.