

## McGraw-Hill Construction Dodge Data Integrator

Astadia and McGraw-Hill Construction have created a service which provides automated integration of the Dodge project database, the construction industry's #1 source for project intelligence, into the salesforce.com CRM application. Salesforce.com customers are able to access new and updated projects directly from within salesforce.com and can launch to the McGraw-Hill Construction Network® to access detailed plans and specifications.

### Business Challenge:

Many McGraw-Hill Construction Network subscribers download project news data to spreadsheets manually or use home-grown applications to track business opportunities. Many are seeking a CRM system to manage a selling process. Those using salesforce.com CRM, must import or copy and paste data manually into salesforce.com. Ultimately, the lack of an integrated and automated process costs a company time, money, accuracy and productivity.

### Solution

The partnership between Astadia and McGraw-Hill Construction enables customers to reap the benefits of this fully integrated, automated offering: a project database integrator, and a way of saving time and money while increasing accuracy and productivity.



Log into salesforce.com projects



Dashboard of MHC projects



Custom views



View new/updated



es

Salesforce links access MHC network



Analyze relationships, follow up, and track sales cycle



Click thru dashboards for real time updates



MHC resources and tools available within salesforce.com

**McGraw- Hill Construction** connects people, projects and products across the design and construction industry. Backed by the power of Dodge, Sweets, Engineering News-Record, Architectural Record, and Regional Publications, the Company provides intelligence, tools, applications and resources to help customers grow their business.

**Astadia** is a global leader in technology enabled Cloud consulting. They help take businesses to the cloud, increasing their ROI and lowering TCO. Astadia is salesforce.com's largest partner by dollars sold, certified consultants, and customer satisfaction. We are also the leading partner for Eloqua, Xactly, and Right90.