

# Sevate Software Services Salesforce.com - Case Study

## Customer

Fuze | Digital Solutions Inc.

Fuze Digital Solutions is an employee-owned company with offices in Bellevue and Seattle, Washington. Fuze was founded by Chuck Van Court and Eric Cairns in June of 2002.

Fuze Digital Solutions provides a customer care and knowledge sharing software suite called the Fuze Suite that only requires a browser and can be run on any server.

Fuze Suite modules include a Knowledge Base, Alerts, Email & Contact Management, Chat, Feedback Management, Usage Analytics and Reporting

The Fuze Suite is a robust, modular and easy to use customer care and knowledge sharing software suite, requiring only a Web browser to access, that provides the functionality required to provide staff, partners, members, customers and prospects with outstanding and consistent self-service and assisted-service support across all support channels.

The Fuze Suite includes many powerful and unique features, but one of the most innovative and unique is the Web 2.0 capabilities to perpetually improve knowledge base content.

## The Challenge

Fuze has several customers that are also customers of Salesforce.com and these customers have requested integration between the two applications.

The successfully integrated application was to be hosted on Salesforce.com AppExchange and was to be available to download from AppExchange.

Working with an existing customer Fuze has provided some basic data integration between the two applications already. However this integration was very specific to that particular customer and not really applicable to other Fuze customers.

Fuze has limited access to the existing Salesforce code as it was developed by the customer and not Fuze and was therefore very limited in its reusability.

Fuze was looking for a knowledgeable Salesforce.com partner to design and integrate the Fuze Suite with Salesforce.com. Such integrated application was to be hosted on Salesforce.com's AppExchange and was to be available for download from AppExchange

## The Solution

Working with Fuze, Sevate designed the Fuze Suite+ Salesforce integration process & architecture blueprint.

The envisaged integration was divided into phases. The initial Phase-I integration between Fuze Suite and Salesforce.com was to focus on single sign-on and a single "landing page" within Salesforce.com. This page was to display information from the customer's Fuze knowledgebase. Fuze had some existing web services that were to be recoded to authenticate users and display information from the customer's Fuze knowledge base within Salesforce.com.

Changes/additions to Fuze Suite's web services were necessary, Sevate did all the coding modifications on the Fuze end to ensure RESTful and/or SOAP access to Fuze web services from within Salesforce.com classes for the integration.

The integration assumed that a customer installing the integration from Salesforce.com AppExchange already has a functioning Fuze installation. Installing a new Fuze instance was not part of the AppExchange process.

## Salesforce.com Landing Page

A new tab was added to a Fuze customer's Salesforce.com instance. Clicking on the tab

user into the Fuze Suite using the modified single sign-on web services.

Once the user is authenticated the user was presented with a custom page that displayed the most relevant items from the Fuze knowledge base that the user is allowed to see. A simple search UI was built that allowed the user to enter keywords and select categories to do additional searches. The information displayed was retrieved using Fuze Suite's modified web services (see web service section for more detail).

Clicking on any item links displayed the basic question and answer of the knowledge item right there within the Salesforce.com landing page. A "return" link was built that will return the user back to the search results page.

Additionally the landing page also displayed links to other existing Fuze pages.

## Authentication

When clicking on the new "Fuze" tab within Salesforce.com the user was authenticated into the Fuze Suite application so that the web services can retrieve any privileged items that the current user has access to but that are not available to the general public. The web service had methods to do single sign-on that does not require any password information to be sent to or from Fuze.

The Fuze single sign-on was based on a hash computed at run time that is unique per Fuze customer, per user and per day. The hash is computed at run-time by taking together a secret key that is unique to each Fuze customer, the username of the user being authentication and the date in GMT. The three pieces of information were concatenated together and hashed with MD5 to produce an "auth" code. The auth code is then sent to Fuze through the web service along with other relevant information about the user being authenticated (username, email, first name, last name).

Fuze Suite independently recomputed the hash and compared it to the auth code that was passed in. If the hashes match the user is issued a login guid that is good for a preset period of time that can be configured within the Fuze application. Each time the user makes a request to Fuze through a web service

the time out is reset so that as long as the user keeps making requests they will still be authenticated.

Since the user's username is part of the string being hashed the auth code will always be unique per user. Since the current date in GMT is also part of the string the auth codes will automatically expired when the date changes. Finally since the secret key is never transmitted as part of the authentication process so it's impossible for a third party to fake auth codes.

Several Web Service like the Single-Sign on service were programmed and available within Salesforce.com to enable a tighter integration between Fuze Suite and Salesforce.com

Sevate is also working with Fuze for the next phases involving Salesforce.com's case management

Using this integration a case manager will be able to view articles and then select a single article to post back to Salesforce.com using a predefined Salesforce.com userid/pwd via web services.

## Benefits

Single sign-on for customers of both Salesforce.com and Fuze customer

Increased security

Personalized service

Fuze Suite+ Salesforce.com integration helped Fuze reduce email traffic

And many more business benefits...

## Start Today

In a time when companies are relentlessly pushing to compete better, move faster and fight harder, Sevate is the global technology partner with one single-minded passion: Dedicating our systems expertise, industry intelligence and global resources to make your business stronger.

For more information on how to drive your business results with Sevate, contact us at [sam@sevate.com](mailto:sam@sevate.com) or visit our website at: [www.sevate.com](http://www.sevate.com)