



Cellebrite has streamlined its work processes, and achieved better business performance and more efficient service to the company's customers with the IConductCloud integration platform

About Cellebrite

Cellebrite, the leading provider of customer experience management solutions to ensure mobile lifecycle continuity, is a global company known for its breakthroughs in mobile data technology, delivering comprehensive solutions for mobile data forensics and mobile lifecycle management. The company's advanced solutions for mobile lifecycle offer operators, retailers and aftermarket service (AMS) providers with advanced solutions to enhance the customer experience, increase revenue, improve satisfaction, and reduce cost.

The Challenge

The intensive success and rapid rate of growth of Cellebrite resulted in a need to streamline and create full integration between the CRM, ERP, and core internal organizational systems, while maintaining the ability of each area of operation to work independently in the global branches. It was crucial to find a tool with expertise and field-proven capabilities in communicating between Salesforce, Netsuite, and Microsoft TFS – along with the ability to develop

an API-based connection to the self-tailored MyCellebrite application, allowing quick and smooth interfacing between all systems and data. “We needed a solution that would eliminate the question of whether to assimilate a new organizational application” says Emmanuelle Gutterman, director of Information Systems at Cellebrite. “In the dynamic work environment that we have to deal with today, this is a must”.



Solution

Rapid implementation leads to value and efficiencies

The IConduct platform was chosen by Cellebrite on the basis of the platform's field-proven capabilities, security superiority, and the flexibility to connect to the internal organizational system developed by the company.

The project included a large number of integration processes in complex and multi-system environments in the company's different vertical fields, such as service, sales, operations, research and development, finance, and so on. As part of the project, IConductCloud integrated all the AWS-based infrastructures with the organizational applications, including Salesforce, TFS, and NetSuite, as well as the internal organizational system for issuing licenses to customers, MyCellebrite. For the MyCellebrite application, the IConduct team developed an API-based connection allowing quick and smooth interfacing to the application. The IConductCloud platform gave Cellebrite uniform management of an interface that rapidly and fully synchronizes information between all the applications. The transition was carried out "behind the scenes" as a cloud service, supporting a hybrid model in which part of the Cellebrite organizational systems are cloud-based, and part are on the organizational LAN, without interrupting the company's regular work processes

The Bottom Line

Ease of use with tremendous impact on business responsiveness

Cellebrite reports the following operational and performance benefits as a result of using IConductCloud as their application integration solution:

Time to Value - implementation of the IConductCloud provides full and smooth synchronization between all the components of its computing infrastructures and the organizational applications, all in an impressive timeframe of days to weeks.

Ease of Use – the integration was achieved in a uniform, self-managed interface, which allows organizational applications to be quickly and easily connected, without frenzied efforts or writing code.

And finally – **"We achieved better business performance, thanks to the greater access to information and full, real-time synchronization between all the systems"** says Emmanuelle Gutterman.