News Release

SCSK

CELF, a no-code development tool, starts API integration with Salesforce
～Supporting the efficiency of peripheral tasks related to Salesforce～

SCSK Corporation (Head Office: Koto-ku, Tokyo; Representative Director, President: Takaaki Touma; hereinafter SCSK) will start providing the "Salesforce Data Integration Component," which enables API integration with Salesforce, a customer relationship management (CRM) platform provided by Salesforce Japan Co., Ltd., as an option for CELF, a no-code development tool for data utilization developed and provided by SCSK. As part of Salesforce-related tasks such as recording sales activity information and managing targets and achievement rates, CELF will support the streamlining of peripheral tasks, such as aggregation and analysis work conducted in Excel.
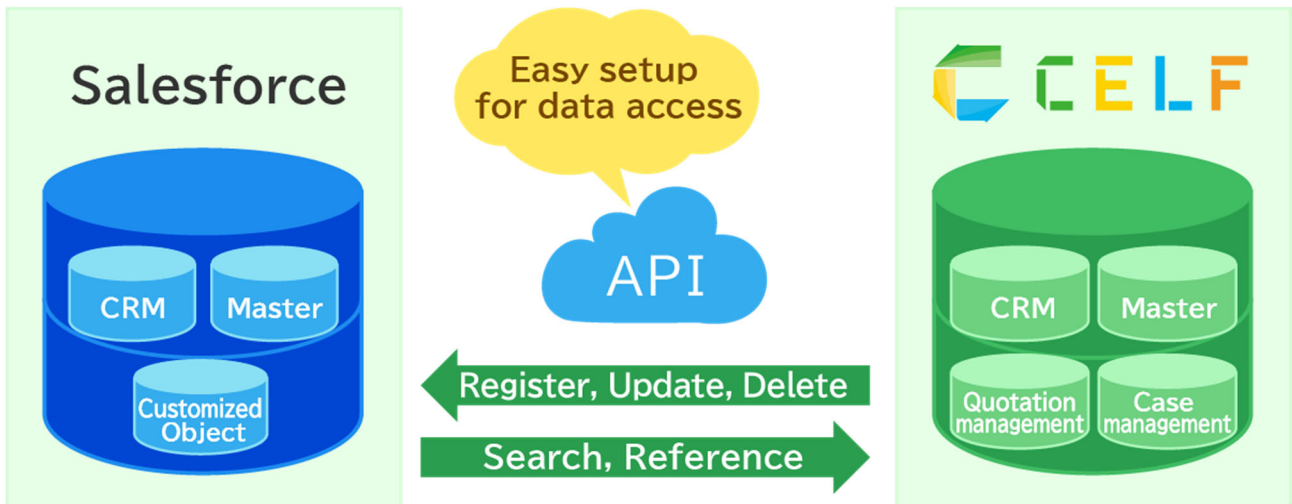
1.Background

The importance of utilizing customer relationship management systems (CRM) to deepen customer understanding and efficiently provide proposals that meet diverse needs, based on customer data analysis, is increasing. Implementing Salesforce is one option to maximize the outcomes of sales activities. However, tasks related to utilizing Salesforce, such as outputting data into reports in specified formats and making bulk changes or corrections to data, are performed by many companies using Excel, leading to inefficiencies.

To address these challenges, SCSK, a consulting partner for Salesforce, has started providing a service that enables seamless integration of Salesforce data using drag-and-drop setting operations.

2. Service Overview and Features

This service leverages years of accumulated business know-how analyzed in Salesforce to enhance data utilization and operational efficiency without altering the familiarity of Excel's user interface. It allows users to modify and correct customer data within their unique Excel format without needing to change it.

Service Features:

i   No setup is needed for system integration

As system integration between Salesforce and CELF is not required, users can start using the service immediately upon request. Additionally, no setup fees are incurred*, making it a cost-effective and fast deployment solution.

* Monthly fees for CELF will be charged separately.

ii   Efficiency through integration with various ERP data

CELF has extensive experience integrating with various ERP systems, enabling integration of ERP data, where important company data is accumulated, with Salesforce data, not only promoting data utilization but also facilitating various data changes and correction tasks.

3. Service Use Cases

i   Salesforce Data Maintenance

Batch editing of cases, batch editing of masters, refreshing past data, etc., allowing bulk changes to large-scale spreadsheet-style data.

ii   Salesforce Business Complement

・Quotation and billing services

Create your own quotes in CELF (referencing Salesforce for the master data), and after creating quotation or receiving an order, sync the quote amount, order amount, and status to Salesforce.

・Budget Performance Management

Implement budget planning in CELF, collect order prospect data from Salesforce and core system data in CELF to manage budget estimates

iii   Salesforce Data Reports and Forms

Output highly flexible reports and forms, such as creating a priority customer list for

events and combining Excel data that doesn't exist in Salesforce.

4. Pricing

The Salesforce Data Integration Component is available for free to users who purchase CELF.

5. Implementation Goal

We aim to implement this service for over 100 companies by the end of March 2026.

6. Seminar Information

We will hold a seminar related to this service in November. For seminar details and applications, please visit the link below. (Japanese)

https://www.celf.biz/seminar/seminar_news/?date=2024-11

7. Future Prospects

SCSK will continue to strengthen CRM/ERP integration to promote data utilization across the enterprise, contributing to improved business visibility and accelerated decision-making.

About CELF

"CELF" is a no-code development tool developed by SCSK that allows you to create and use business applications with a user-friendly interface similar to Excel. It has been adopted by approximately 1,100 companies both domestically and internationally, and we have about 130 partner companies that support sales and development.

CELF can be highly effective in on-site operations such as budget performance management, quotation/case management, and master management. We also provide functions to enable data integration with other business packages and RPA (Robotic Process Automation) functions (optional), enabling automation of tasks. These features have been highly praised by our customers.

Service HP：

https://www.scskusa.com/celf.html (USA)

https://scskidn.com/en/celf.php (Indonesia)

https://www.scskeu.com/en/celf.html (Europe)

https://www.scsksh.com/noCodeDevelopment.html (China)

https://www.celf.biz (Japan)

Partner Inquiry：

https://www.celf.biz/partner-join/ (Japan)

For other areas, find contact information from the above Service HPs.

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