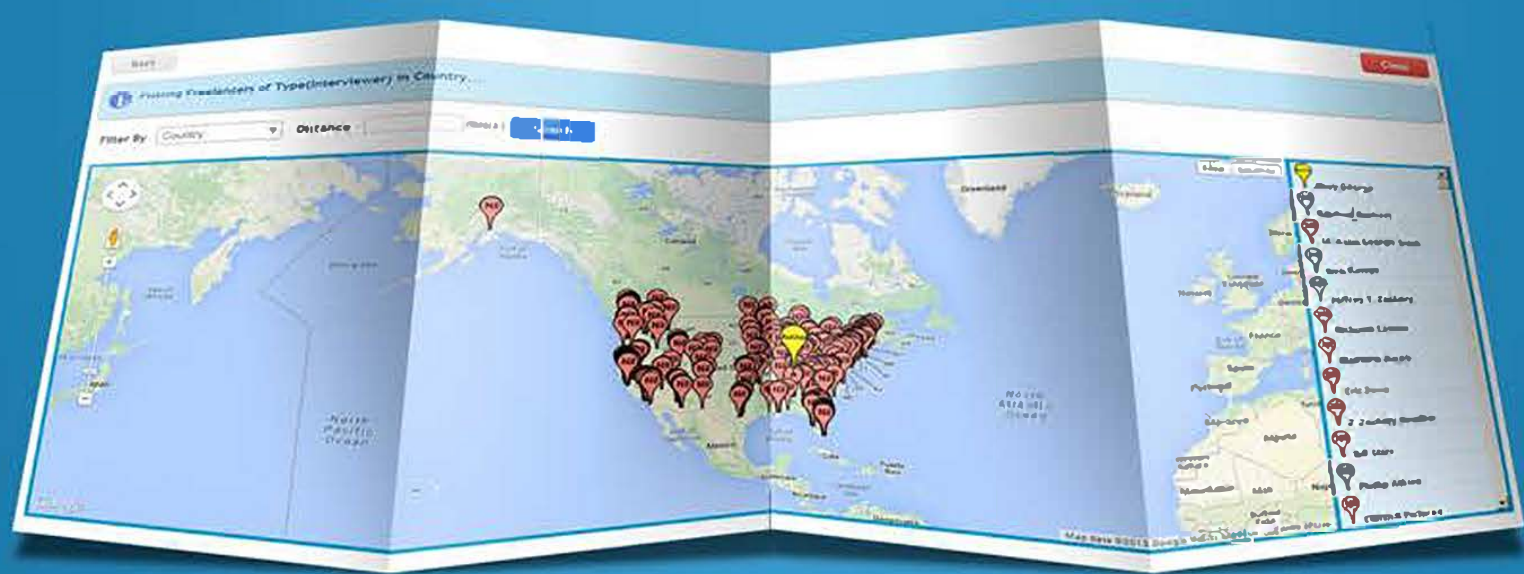# Seamlessly integrating Google API with Force.com for a premier self-publishing company.

The **CLIENT**	The **TASK**	The **CHALLENGE**	Why **SUYATI**
The **SOLUTION IN A LINE**		The **WORKFLOW**	
Solution **HIGHLIGHTS**		**RESULTS**	

The CLIENT

A major publishing industry icon, and leader in the self publishing sphere.

The TASK

Allow writers to trace freelance designers around them. After which, they can go to the profile of each one, check on their portfolio, prices and availability, to decide which one to hire for their book's cover design.

The CHALLENGE

- Extremely costly AppExchange solutions

- Inability to customize existing AppExchange solutions to meet client needs, including their customized data tables

- Apps on the AppExchange only use deprecated versions of Google Maps API

Why SUYATI

- A 3-year, fruitful association with the client
- The Dedicated Global Teams (DGT) model of outsourcing, which gives clients the remote, while Suyati handles the rest
- Extensive experience in integrating 3rd party apps like GoogleDrive, GoogleMaps, MailChimp, Exact Target, DocuSign, Amazon WebServices, BizTalk and Social Media
- 30+ Salesforce developers including DEV 401 certified developers
- 130+ modules with around 1 million LOC on Salesforce delivered successfully

The SOLUTION IN A LINE

Find and plot freelancers closest to an author on Google Maps, considering various grounds such as proximity and freelancer workloads.

The WORKFLOW

User wants to find a writer location based upon some criteria

User's address will be calculated for its geo-location required for Google Maps parameters

Latest version Google Maps is queried based upon the criteria and user's geo-location

Locations are identified and plotted as markers on the Google map with tooltip and route

Solution
HIGHLIGHTS

TWO DIFFERENT SEARCH MODES

Suyati's solution involved two different search modes. The primary mode used interactive Google Maps, which is basically a distance based one. There also is a more detailed, tabulated search based on keywords, such as freelancer's current workload, rating, skill sets, etc.

SEAMLESS INTEGRATION

The integration between the Force.com platform and Google Maps API, was via customization achieved through Visualforce Pages and Apex Classes. We utilized the latest version of Google Maps API and the Google Geocoding API, unlike other solutions available in the market. In fact, the application is designed to pick up the latest versions, as and when they change.

ADVANCED, FLEXIBLE SEARCH

Besides the parameters mentioned earlier, we also gave writers the option of conducting more detailed searches, even to the extent of searching and plotting freelancers based on city, street, postal code and distance in miles or kms.

SMART GEOCODING

Since there already are many Contacts (Author details are stored as Contacts.) in the organization, a mass-geocoding would burn up the free limits of the Google Geocoding API. To solve this issue, author addresses were geocoded (Translated to latitude and longitude.) on the fly, using the specific client-based Google Geocoding methods. To elaborate, freelancers were geocoded as and when they registered via the portal and then pushed to Salesforce via the SOAP API.

CUSTOMIZABLE ACCESS

The client could decide on which user could use which feature, which was primarily based on the subscription package chosen.

RESULTS

EASE

While the earlier means of locating freelancers was tedious and required lengthy scrolling, the current solution ensured results in just a few clicks. What's more, with the maps display, it is easy to weigh which designer is the better option.

PRODUCTIVITY

Writers' productivity went up massively as they now spent less time looking for designers, and more time on writing. Freelance assignments also went up. Besides, the ability to search based on various parameters meant that the right fit between the writer and designer was hit upon in fewer iterations.

SAVINGS

Suyati's Freelancer solution was delivered at less than 25% of the cost of other options in the market. It was also done in an impressive 7 days.

FUTURE PROOF

Considering the current churn in the publishing industry, a customized solution means that the client can always modify the application as per need, unlike one bought from the market.

Suyati is a young, upwardly mobile company that's focussed on delivering niche IT services, that support myriad Digital Engagement strategies. Our solutions include integration and partial delivery of CRM, CMS and Ecommerce services to suit your unique requirements.

When it comes to Salesforce, we are an AppExchange partner, and offer top-notch solutions in customization, development, migration, and integration. Our team of 30+ developers - including DEV 401 certified developers, who've created around 1 million LOC - deliver pioneering, out-of-the-box solutions, which often end up as industry benchmarks.

To learn more, visit: http://suyati.com/services/crm/salesforce-consulting/

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