

# StormGeo

Control in a changing environment



Saves many hours each month



Reduces data entry mistakes



Ensures correct details on invoices



Enables more focus on quality control

Founded in Bergen, Norway in 1997 by meteorologist and TV presenter Siri Kalvig, StormGeo is today one of the world's largest and fastest growing commercial weather service providers.

StormGeo began as a spin-off of TV2, Norway's largest commercial broadcaster. The TV2 broadcast changed the way weather shows were produced worldwide. In 1993, for the first time in history, TV2 displayed the animated fronts and pressure system, giving the general public a more visual view of the weather development.

But as well as the general public, the TV2 weather broadcast was closely followed by energy traders, who relied on accurate forecasts and analysis for making important business decisions. Today, StormGeo delivers products and services including modeling, statistics, reports and data interfaces for industrial clients in the renewables, offshore, media, aviation and shipping industries and public weather sites including [www.storm.no](http://www.storm.no) [www.vejret.dk](http://www.vejret.dk) [www.storm247.com](http://www.storm247.com) and [www.deltiokairou.gr](http://www.deltiokairou.gr)

The company has now grown to 22 offices in 14 countries and 7 global weather support centers operating 24/7/365.

With many clients across a large number of countries, StormGeo wanted to standardize their customer management, sales, accounts and invoicing software, choosing **Salesforce** for CRM and **Xledger** for accounts.

The challenge was that each sales office invoiced in different currencies and units, creating a lot of manual data entry between their software systems. This meant a significant amount of time was wasted on administration work and correcting mistakes.

To solve this problem and make their processes more efficient, StormGeo chose ConnectMyApps to integrate their Xledger software with Salesforce CRM, currently in three of their offices around the world.

Anita Feet Johansen, accountant at their Bergen headquarters, explains: *"We were introduced to ConnectMyApps through our financial system provider, Netledger. We wanted to automate some*

*of our processes, and they recommended ConnectMyApps because it had integrations between Xledger and Salesforce and was much more affordable than custom integration development, yet still had the flexibility to meet our requirements."*

She continues: *"ConnectMyApps makes us more efficient. We issue approximately 500 invoices each month from the entities which currently are using ConnectMyApps. These invoices have different currencies, product units, length of service and amounts. We use ConnectMyApps to automatically transfer invoices from Salesforce into Xledger, which saves us many hours each month typing information in manually."*

As well as making these core processes more efficient, ConnectMyApps gives StormGeo peace of mind that the invoices they send to clients are accurate. *"The best thing is that all the data transfers correctly, so we have less mistakes and don't need to use as much time searching for details and can spend more time on quality control."*

With responsibility for running the accounts for several companies in the group, it was important that Anita did not use a lot of time learning and managing their ConnectMyApps account. *"It's very easy to use, I just push a button, and the support has been excellent, they get back to us very quickly if we have any questions."*

Read more about StormGeo at [www.stormgeo.com](http://www.stormgeo.com)

#### About ConnectMyApps

ConnectMyApps is a web-based application integration platform that makes software integration easy and affordable for small and medium size businesses. Its ready-made integrations let you connect and sync records between your Accounts, CRM, Ecommerce, Email, Projects, Timesheets, Point of Sale and other critical apps in a 10 minute do-it-yourself set up and for a low monthly fee. Read more or try it for free at [www.connectmyapps.com](http://www.connectmyapps.com)

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