



Customer story

[Lire en français](#)

# How Persistent helped Corteva Agriscience digitize its business strategy with Pulsar and Salesforce

A project of this magnitude is never simple, but Persistent has the advantage of having understood our business very well. Its teams have shown agility, a desire to succeed and a focus on our needs. Together, we met all the challenges of a large project: a true Corteva/Persistent winning team was created, and that's pretty cool to see!



**Pierre Rougier**

Sales Effectiveness Leader Europe, Corteva Agriscience

## Key figures:

**2017:** Dow and DuPont merger

**2019:** creation of Corteva

More than **21,000** employees worldwide

**17.46 billion** in revenues in **2022 (+11%)**

Over **10 million** customers worldwide

## The client

Corteva Agriscience is a global provider of innovative solutions for seeding and protecting crops and promoting growth.

The company, formed in 2017 from a merger of Dow and DuPont, now supports farmers in 140 countries. Corteva Agriscience continues to launch new products and develop digitally driven solutions for improving crops and increasing farm profitability.

In April 2022, Corteva Agriscience opened its first European Center of Seed Applied Technologies (CSAT) in Aussonne, near Toulouse. This 1,300 m<sup>2</sup> center will ensure a comprehensive approach to seed treatment development.

Find out more about Corteva Agriscience: [www.corteva.fr](http://www.corteva.fr)

## Key facts



**Duration**

**6**

months (1<sup>st</sup> phase)



**Languages**

**5**



**Products**

"Pulsar" from Luminix



**Integrations**

Salesforce



[www.corteva.fr](http://www.corteva.fr)

I am very satisfied with the work of Persistent. I absolutely recommend them! First of all, for their support in the transfer phase of the project, which was very long, because we had to understand what was mandatory in each of the European countries involved. Secondly, for having succeeded in keeping the short delivery time envisaged at the beginning of the collaboration.

Pierre Rougier

Sales Effectiveness Leader Europe, Corteva Agriscience

## The challenge

Corteva wanted to digitize its ordering processes in France and several other European subsidiaries. The aim was to equip the sales teams with a single shared tool accessible from anywhere, even in 'white zones' where there is little or no internet access or mobile coverage.

Many of Corteva's clients are farmers living in white zones. When Sales Representatives meet with these clients, they need to access and update their customer data and send it to head office. They also need to generate PDF documents required for each visit.

Corteva chose Persistent to find an intuitive, easy-to-use digital tool for creating and sharing documents anywhere, including in white zones. This tool would replace multiple and varying applications used in different countries, including, in some cases, carbon paper.

## The solution

To meet Corteva's needs for an efficient digital ordering process, Persistent implemented the "Pulsar" solution for the following reasons.

Pulsar:

- Allows access to the new Salesforce CRM, which is being implemented globally at Corteva in parallel with this project.
- Can connect to Salesforce offline. This means that salespeople can access the CRM from a tablet in the middle of a field regardless of the state of the farmer's Internet connection.

When implementing the Pulsar solution, Persistent had to consider three important elements:

- Varying order form information across different countries.** In addition to fields common to all countries (such as the customer's contact information and the name of the sales representative), some additional information varies from country to country.
- Varying languages.** Persistent had to take into account the need to generate documents in different languages.
- Varying locations.** The project teams were based in several different time zones: The United States for Corteva's headquarters, Hawaii for Pulsar's developer company Luminix, Europe for Persistent, and India for part of Persistent's team that specializes in implementing Pulsar solutions.

## The result

- \\ **A significant improvement in sales team performance.** Over 80% of Corteva's sales teams have adopted Pulsar. Today, the new application is responsible for generating a significant amount of new and ongoing business.
- \\ **Accurate, real-time recording and sharing of information.** Corteva's sales teams can access or enter customer data on Salesforce offline via their tablets, with or without an internet connection.
- \\ **Orders and concluded and processed live.** All order-related documents can be created, shared with the client, and completed on the spot. Orders are then sent directly to Corteva's head office. This efficient process saves time and greatly reduces any risk of input errors.
- \\ **The sales teams were Pulsar-equipped for the summer season.** Persistent succeeded in meeting Corteva's tight six-month deadline for implementing the Pulsar project in time for the all-important summer sales season.

To date, Persistent has implemented the new solution in five countries: France, Romania, Spain, Germany, and the United Kingdom.

## The next steps

Thanks to the synergy generated by the close collaboration between the Corteva and Persistent teams, the project has evolved to include:

- \\ Enabling Persistent's teams to participate in maintenance and user support to further refine the application.
- \\ Adding additional languages to make the application available to other European countries.

We are very satisfied with our relationship with Persistent, which is one of our partners in trust since 2003. As a partner Platinum Salesforce, Persistent works with us to contribute to our clients' success.



**Leon Mangan**

Salesforce SVP Alliances and Channels  
EMEA & LATAM

## About Persistent

We are trusted partners of many innovative companies, supporting them in digital transformation projects.

We add value by combining technical expertise in digital engineering with in-depth knowledge of the specific sectors in which our clients are leaders. Our solutions give clients a genuine and sustained competitive advantage, allowing them to anticipate the future and surpass their own and others' expectations.

Our 21,500 employees in 18 countries work with leading global companies. Our experts are at your service throughout France, from our Grenoble, Lyon, Mâcon, Lille, Nantes and Paris offices.

We promote a people-oriented work environment driven by shared values.

## Skills & Certifications

Managing complex multi-cloud projects. More than 600 certifications (Feb. 2022), including: FSL, CPQ, Marketing Cloud, Pardot, B2B Commerce, Tableau, Heroku and Mulesoft.

### India

Persistent Systems Limited  
Bhageerath, 402,  
Senapati Bapat Road  
Pune 411016.  
Tel: +91 (20) 6703 0000  
Fax: +91 (20) 6703 0008

### USA

Persistent Systems, Inc.  
2055 Laurelwood Road, Suite 210  
Santa Clara, CA 95054  
Tel: +1 (408) 216 7010  
Fax: +1 (408) 451 9177  
Email: info@persistent.com

### France

Persistent Systems France S.A.S.  
1 rue Berlioz  
38600 Fontaine, Grenoble  
Tel: +33 4 76 53 35 87  
Fax: +33 6 16 99 35 56  
Email: contact-france@persistent.com



**Persistent**