CapStorm

Data Warehousing: Replication from Salesforce to Redshift

Global Pharmaceutical Leader

**Achieves near real-time data flow from Salesforce to Redshift**

This Fortune 500-ranked pharmaceutical leader has a long history of leveraging cutting-edge technology to advance human health. Salesforce is a key platform utilized by the business with multiple Salesforce production organizations segmented by geographic and therapeutic area. These Salesforce orgs are highly customized, leveraging multiple 3rd party packages, including Veeva. CapStorm enables near real-time replication of Salesforce records to Redshift as part of the organization's master data management strategy.

Industry
> Healthcare

Company Size
> 50,000+

Specialities
> Technology
> Research & Development
> Manufacturing

Tech Stack
> Redshift
> AWS
> Salesforce
> Salesforce Shield
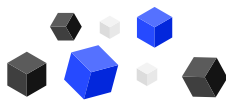
Problem

The pharmaceutical enterprise needed to integrate Salesforce data to Redshift with a method that enables incremental, high-frequency data extracts to help keep Redshift in close step with the current state of data in Salesforce. Other connectors could not handle the data size and frequent data schema changes, and the enterprise wanted a solution with a set-it-and-forget-it design. As an additional complexity, the nature of the business meant that the data contained in Salesforce was highly sensitive, so the ideal solution would keep data fully under the enterprise's control for compliance purposes.
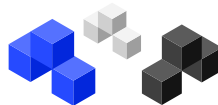
Solution

CapStorm provided a no-view, secure solution to replicate Salesforce data to Redshift incrementally. These incremental extracts enabled high-frequency replication as each extract job only picked up recently added or modified records. The solution also provided automatic schema replication, keeping the Redshift data in step with Salesforce with the addition of new objects and fields. Finally, the business achieved secured data storage, as the application and data extracts were all within the enterprises' AWS environment.

Outcome

The enterprise achieved three key outcomes by partnering with CapStorm. First, the business added value by incorporating near real-time data into its data warehouse. This increased the accuracy of reporting and improved the data's availability. Second, CapStorm mitigated business risk by providing a no-view, self-hosted solution that kept the business' data behind their firewalls. Finally, the enterprise decreased costs by replacing an expensive 3rd party solution with CapStorm's Redshift replication solution.