

Datto Optimizes Salesforce Capabilities to Align with Growth

CASE STUDY

July | 2022

Industry

Technology

Company Size

1,001 - 5,000

Specialities

- Technology
- Data Storage

Tech Stack

- Snowflake
- Tableau
- Salesforce

About Datto

Datto Inc. is a backup, recovery and business continuity vendor that sells data protection products to businesses of all sizes.

Problem

Datto needed to consolidate CRM data with other data sources in order to achieve a true, 360-degree customer view. Datto selected Tableau as the primary platform to visualize data across all systems, but the enterprise wanted to perform heterogeneous environment reporting in near real-time. Datto was also growing, meaning that any solution had to seamlessly account for sharp increases in data size and changing data structures.

Solutions

- CapStorm performed high-frequency replication of Salesforce data to Snowflake for Datto. The extracted data copied only new or modified records.
- Salesforce data in Snowflake was cleansed before integration with Tableau, providing enterprise data sharing with minimal risk.
- Snowflake acted as a staging area to populate a data warehouse, creating a single point of query for Tableau in order to achieve a 360-degree view across all systems.

Results

- Datto transformed from limited data utilization, constrained by the native Salesforce report writer, to an enterprise data-sharing model.
- Datto's new mode of data utilization allowed for only minutes to separate data creation from data view and visualization.
- CapStorm enabled citizen development with self-serve business intelligence, reducing the IT burden.

To view more of our results, visit
www.capstorm.com