

Tableau and Snowflake Insights with Near Real-Time Salesforce Extracts

Datto, a cybersecurity and data backup company

Streamlines data operations with near real-time replication

Datto is a world leader in software that protects critical applications and data. They offer solutions for multiple platforms, including SaaS offerings like Microsoft 365 or Google Workspace, server continuity hardware, and even workstation file protection. CapStorm's CS:Enable product, empowered Datto to streamline analytics with incremental replication from their Salesforce CRM into Snowflake.



Industry

> Technology



Company Size

> 1001-5000



Specialities

> Technology

> Data Storage

> Business Continuity

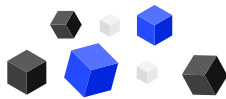


Tech Stack

> Snowflake

> Tableau

> Salesforce



Problem

Salesforce is one critical system of record with a combination of other internal systems containing the data Datto needed to achieve a complete view of each customer's activities. 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.



Solution

CapStorm's CS:Enable solution allowed for a seamless, high-frequency replication of Datto's Salesforce data to Snowflake. Furthermore, CapStorm provided Datto with a fully incremental Salesforce data extract solution, enabling the backup to only copy modified and new records. CapStorm helped Datto minimize Salesforce API calls while keeping the data in Snowflake refreshed within minutes of changes in Datto's Salesforce database.



Outcome

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

