

# Enabling Executive Decisions by AWS Data Integration

## CASE STUDY

### Industry

Higher Education

### Company Size

2,500

### Specialities

- Education
- Technology
- Integration

### Tech Stack

- Salesforce
- AWS
- Power BI

## Problem

Salesforce data connectors did not provide the high frequency, high fidelity capabilities that were needed to incrementally replicate Salesforce data to AWS.

The business' systems of record are all integrated with AWS. This facilitates a steady stream of data to populate a data warehouse that connects to data analysis tools including Power BI. Salesforce data was not included initially – multiple vendors offered solutions that claimed to perform Salesforce data extraction, but the performance was slow and the data repository was either CSV-based or in a database that could not dynamically mirror Salesforce data structure changes. Even an analytics vendor's own Salesforce connector had row limitations that prevented the business from gaining the desired data insights. As an additional complexity, the business did not want to add any internal infrastructure, instead preferring to increase their AWS RDS utilization.

## Solutions

- Data is replicated incrementally from Salesforce into the enterprises' AWS relational database. This Salesforce data extract runs automatically twice a day, adding new Salesforce records to the database and updating any existing records.
- The AWS RDS is owned entirely by the customer, sitting within their own AWS environment. This self-hosted approach enables the business to seamlessly synch the CapStorm maintained database with the organization's' data warehouse.
- The data warehouse connects to the organization's analytics and data visualization tools, driving operational reporting across all systems of record from a single data repository.

## Results

- Executive enablement driven by the creation of a single source of truth for all business data.
- Increased Salesforce administrator productivity with a set-it-and-forget-it Salesforce data extract.
- Precise revenue forecasts archived by unlimited Salesforce trend reporting.

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