Mölnlycke: Data Integration to Snowflake

CapStorm

Medical Supplier with Customers in Over 100 Countries

Increases Data Visibility with Near Real-Time Replication to Snowflake.

Mölnlycke supplies medical professionals around the globe with the surgical protective equipment and wound care materials they need to perform day-to-day patient care. This organization has been headquartered in Sweden since 1849, with 14 manufacturing sites around the globe today. Salesforce with Veeva is a core system of record to support a large sales team and track pipeline engagement. CapStorm's CS:Enable solution integrates this Sales data into the organization's data fabric to help the business achieve a 360-degree customer view.

Industry
> Manufacturing

Specialities
> Manufacturing
> Efficiency
> Innovation

Company Size
> 1,001-5,000 employees

Tech Stack
> Snowflake
> Salesforce
> Azure
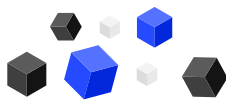
Problem

Salesforce captured critical data about day-to-day sales interactions with potential and current customers that the organization needed to integrate into its data lake. In addition, Snowflake acted as a staging area for the business's other systems. However, the various solutions the company used to move Salesforce data into Snowflake were unable to meet the enterprise's need for a solution that supported high-frequency, rapidly captured data changes and scalable updates as Salesforce & Veeva's structure changed.

Solution

CapStorm's CS:Enable solution connected Mölnlycke's Salesforce instances with target Snowflake and SQLServer databases. The company controlled the frequency of the extracts, the number of databases, and who could access the data. The Salesforce extracts were fully incremental, replicating added or modified data and schema changes to Salesforce and Veeva CRM. Mölnlycke scheduled CapStorm's CopyStorm application to connect to Salesforce and the target databases, to perform data replication and schema maintenance with zero manual intervention.

Outcome

Mölnlycke's increased data visibility created new opportunities and insights by integrating all critical business data into a single platform. CapStorm integrated Salesforce data in near real-time, leading to improved decision-making. This approach also increased data security, as data flowed from Salesforce directly into the organizations' Snowflake and Azure instances. CapStorm's solutions acted as the transport vehicle without the data flowing through a vendor's servers! This process increased the business's ability to leverage its data while providing new ways to control data access.