

# Near Real-Time Salesforce Data in Tableau

## Publicly Traded Retailer

Manufactures in-office prototyping and direct digital manufacturing systems for automotive, aerospace, industrial, recreational, electronic, medical and consumer products.

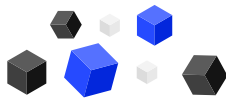
This 30 plus-year-old company is a manufacturer of 3D printers and 3D production systems for office based prototyping and direct digital manufacturing solutions. As a multi-national company, they depend heavily on Salesforce as it's primary system of record for both sales and production.

Industry  
> Retail

Company Size  
> 2,000+

Specialities  
> Technology  
> Manufacturing  
> Digital Printing

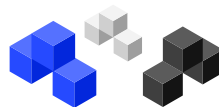
Tech Stack  
> Salesforce  
> Tableau  
> Oracle



### Problem

A leading printer retailer uses Salesforce as the primary system of record for sales and manufacturing operations.

Salesforce contains all critical business data needed for analytics and business intelligence purposes, but the native reporting limitations in Salesforce are keeping the business from gaining needed data insights.



### Solution

CapStorm created a mirror image of Salesforce in several key Oracle databases.

Databases are self-hosted, ensuring that the business maintains control over sensitive operational and compliance data.

These databases were used to perform complex data joins, feed data to analytics platforms including Tableau, and create a data warehouse with unlimited data retention.



### Outcome

This incremental data replication provided the organization's key users with self-service BI, ensuring a minimal gap between real time events and data availability for the company's global teams. This organization and CapStorm's Partnership began in 2014, and the technology evolution has gone through Salesforce migrations, multiple acquisitions, and new solutions designed to revolutionize their market. CapStorm's near-real time data extraction technology ensured that the company maintained momentum in mining additional data insights and empowering executive decision making, even as data volumes ballooned and innovation created a myriad of potential distractions.