

# Predictive Analytics by near real-time Salesforce Data Export

## Technology Subsidiary of a Top 5 Stock Exchange

This organization provides institutional investment data and analytics for public and private markets.

This enterprise offers a solution on the Salesforce AppExchange that provides data access within the Force platform in order to improve institutional sales prospecting and lead qualification. CapStorm enables the business to increase internal data insights by seamlessly integrating Salesforce data into the enterprise data fabric in near real-time.



### Industry

> Financial Services



### Company Size

> 5000+



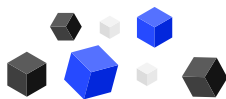
### Specialities

> Investment Banking  
> Financial Software  
> Analytics



### Tech Stack

> Salesforce  
> Apttus CPQ  
> Tableau  
> AWS



## Problem

This organization provides investment data insights to worldwide businesses and investors as the key technology subsidiary of the top 5 stock exchange.

Salesforce is used to support B2B Sales and Support, but the business uses a separate billing system and analytics solution that must be seamlessly integrated with the data generated by the sales team. In addition to near real-time data integration, the increasing risk of a ransomware attack has the security team nervous that there is not a way to proactively monitor each system for abnormal user behavior and data trends.



## Solution

Data is replicated incrementally from Salesforce into the enterprises' relational database hosted on AWS. This replication is scheduled every 5 minutes in order to keep the database in close step with the live production Salesforce.

Dynamic schema updates ensure that the database is updated automatically whenever Salesforce structure changes. Then AWS data is then pushed to analytics applications for near real-time visualization and trend reporting. Data is also integrated into the wider data fabric in order to enable data reporting across all internal systems including the required link between billing and sales.



## Outcome

Advanced cross-environment reporting effectively eliminated all enterprise data silos will near real-time data updates.

The organization minimized risk while increasing audit capabilities with the ability to automatically detect unusual user activity in near-real time. Data trends can now be monitored over time across all key systems to generate predictive analytics, increasing the enterprise value of the organization and forecasting precision.

