

Case Study

Worldwide Manufacturing and Services Company

Upgrades CRM with Azure

The client in this case study is one of the world's leading manufacturing and services companies, with products used by two billion people per day and over 60,000 employees in 200 countries and territories. Datavail helped the client modernize its legacy customer relationship management (CRM) software with the Microsoft Azure cloud while making its ETL processes dramatically faster and more efficient.

The Challenge

Before working with Datavail, the client lacked a consolidated view of all its customers around the world. Separate branch offices used their own CRM software and other custom-built legacy applications; in addition, there was no unified view of customers across departments such as sales, operations and customer support.

The client's previous efforts to address this problem by working with another third-party IT consulting firm had been unsuccessful. Although the client had extremely narrow time windows to avoid business disruption, data migrations were taking more than 10 hours—far too long to be feasible.

The Solution

With our strategic consulting services, our hybrid onshore/offshore around-the-clock service model, and our status as a Microsoft Gold Partner, Datavail was the perfect choice for this project.

Datavail helped the client uplift its legacy CRM systems and software into the Microsoft Azure cloud, using Microsoft Dynamics 365 and Azure Data Factory (for efficient ETL-extract, transform, load processes). In addition, Datavail switched the client from using a complex, proprietary ETL software, for a more suitable and user-friendly ones like SSIS and Azure Data Factory with KingswaySoft.

By using a series of agile sprints throughout the project, Datavail was able to complete a tremendous amount of work in just seven months, completing 1,300 tasks and fixing 600 bugs for the client. Datavail's combination of onshore and offshore technical talent also helped us get more done in less time.

The Results

The client now enjoys the following benefits thanks to its partnership with Datavail:

- A unified CRM system in the Microsoft cloud, linking together the client's offices and integrating legacy CRM data.
- Dramatically faster data migration times on the order of a couple hours.
- Simplified ETL stored procedures, with a smaller footprint for the codebase.
- Uncovering hidden data tables that were part of the client's ETL workflows.
- Building a robust, complete set of documentation and templates for future MSP work.
- Developing and automating the post-load validation process, eliminating a great deal of tedious manual effort.

Looking for help with your own Azure cloud migration? Datavail can help. Our Azure cloud migration projects include:

- Performing a cloud readiness assessment and a total cost of ownership (TCO) analysis.
- Creating a cloud migration roadmap and strategy.
- Application development and migration, including architectural concerns, design, and software upgrades.
- Database migration and refactoring for minimal downtime.
- Cloud data analytics, including ETL, data warehouses, reporting and dashboards.

To learn more, [get in touch with our skilled team of Microsoft experts today](#) for a chat about your business needs and objectives.