Case Study

cloudmoyo

Partner of choice for Solutions at
the intersection of Cloud & Analytics

Leading Supply Chain Services Company Optimizes Data Flow with Architecture Advisory Services

Introduction / Purpose of Data Architecture

How does an organization collect, store, transform, and deliver data? The 'how' is the architecture that will govern the way data is flowing across entities. This will ultimately pave the way for better decision-making. A sound architecture should have the ability to manage large data volumes & support data analytics. To stay ahead of the curve, there is one question that every business leader must address - what does the most efficient data architecture for my organization look like?

About the Customer

Headquartered in Boston, Massachusetts, our client is a leader in the services supply chain market. Companies around the globe want their customers to have the finest inventory planning, delivery, and recovery experience. Our client helps such companies achieve this through technology and data insights. The company was founded more than 20 years ago, with 1000 employees pushing the organization to make big waves in the supply chain space.

Customer Challenge

Every company provides post-sales services to its customers. Usually, whenever a customer faces an issue with a product/service, they reach out to the company for support. Our client manages the after-sales support for other companies. All these post-sales inquiries were being managed in our customer's legacy Customer Relationship Management (CRM) tool. However, the client decided to transition to Salesforce to manage their post-sales support management. Along with transitioning to Salesforce, the client also decided to transition from their on-premises MSBI tool stack to Azure. The client wanted to leverage Azure and Salesforce to streamline post-sales support service operations but faced the following challenges:

- Lack of expertise in Azure
- Lack of confidence in data security that Azure or any other cloud platform offers
- Lack of understanding of SaaS, PaaS, and IaaS cloud services
- Inability to lay out specific details for the migration of each component of an existing application to the cloud
- Lack of experience to design architecture in Azure
- Need for Real-time data integration

Business Objectives

Our client works in the supply chain space and facilitates after-sales support for vendors who are selling their products/services to customers. To simplify, consider our client as John, the vendor as Kelly, and the customer as David.

Here are two scenarios:

1. When Kelly makes a sale to David and David has a problem with their product, David raises a ticket to Kelly. Kelly then sends the data to John in the format of feed files. CloudMoyo wanted to devise an architecture that helps John ingest that data and store it in the transactional database within Azure.

Business Objectives

2. Our client, John, has also appointed his own agents that interact with Kelly. Upon interaction, certain input of data would also be received from the agents like a change in case status, a new query from the customer, etc. This data was also to be updated in the same database in Azure.

The end goal is to:

- Make Azure a single source of truth with all updated data from all sources
- Push incremental data or active cases data that comes directly from Kelly into Salesforce

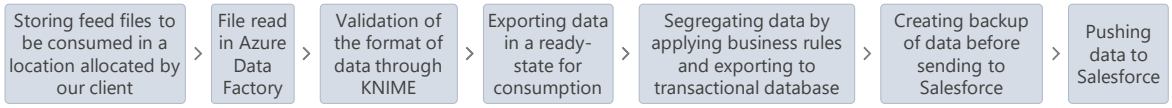
Solution

CloudMoyo devised a data architecture for the client that would help them have centrally stored updated data flowing bidirectionally (example below using the analogy above) –

To make this happen, CloudMoyo provided the following solution:

- Integration of Azure to Salesforce
- Creating a data architecture that includes data flow, data security, and data modeling in Azure

Functional Flow of Data Architecture Designed by CloudMoyo to push data to Salesforce



Value Delivered

Impressed with CloudMoyo's understanding of business requirements and expertise in specific technologies, the client sought to expand the business engagement and handed over the deployment of the architecture to us. CloudMoyo deployed the entire platform using Azure DevOps which resulted in:

- Automating data migration to Salesforce which reduced migration time from 6 hours to 30 minutes
- Setting up 15 integration points between Azure and Salesforce
- Automated daily client feed file processing with the application of more than 15 business rulesDeveloped and implemented 3 customized Power BI dashboards that are embedded with Salesforce

CloudMoyo also put together a BCDR architecture for them to provide uninterrupted service to the end customers

About CM

CloudMoyo is the global partner of choice for digital solutions at the intersection of Cloud and AI. We empower customers to transform with resilience by innovating with apps at lightspeed, democratizing data, and infusing artificial intelligence in business operations. Our solutions are delivered across a variety of flexible engagement models to drive customer value. Our FastTracktoValue™ customer-focused methodology is proven to accelerate vision-to-value.

We're on a mission to help enterprises juggle the challenges of cloud data architecture and embrace the value of using data to drive business outcomes. As a Microsoft Gold Partner, we take a holistic approach to empowering businesses to move to the cloud by assessing their existing business infrastructure and deploying solutions for moving different functions to a cloud-based system.

CloudMoyo is recognized by Seattle Business Magazine as a "Top Company to Work For" for the third consecutive year, ranking ninth on the prestigious list in 2021.

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