

# 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

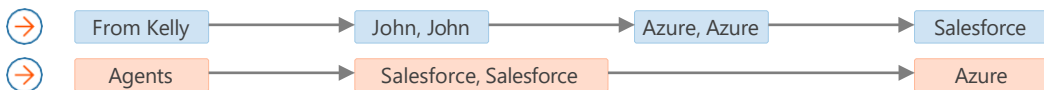
2. Our client, John, has also appointed his own agents that interact with Kelly. Upon interaction, certain input of data would also be received from the agents like a change in case status, a new query from the customer, etc. This data was also to be updated in the same database in Azure.

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

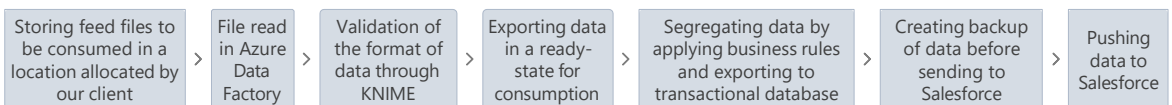
CloudMoyo devised a data architecture for the client that would help them have centrally stored updated data flowing bidirectionally (example below using the analogy above) –



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 rules
- Developed 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

CloudMoyo is a global digital engineering firm headquartered in Bellevue, WA, with an innovation center in Pune India. We're at the intersection of cloud and AI for enterprises across manufacturing, technology, retail, transportation, distribution, and more.

We work with various partners to deliver innovative solutions. With Icertis, we utilize our domain expertise to accelerate end-to-end, organization-wide contract intelligence business solutions, empowering our clients in self-governance, automatic risk, and compliance monitoring, and AI-based legacy migration. Our partnership with Microsoft allows us to empower our clients in democratizing data, infusing operations with AI, and innovate with cloud-native applications and integrate solutions at litedpeed using our CloudMoyo Application-Analytics Framework (CAF). Our customer-focused approach dedicates SMEs and engineers to create a unique team to serve you.

Trusted by our clients to address their unique business needs, whether strategy and design or implementation, CloudMoyo is fueled by the fast-evolving and innovative world of cloud, data, AI/ML, and digital engineering platforms. We're determined to continue supporting our customers in transforming with resilience and thriving despite the challenging macroeconomic outlook ahead. Our track record includes developing enterprise solutions for a variety of clients, including several Fortune 1000 companies.

As a reflection of our FORTE values, CloudMoyo was honored as the Icertis Partner of the Year – Forte Values in 2022. CloudMoyo is also recognized by Seattle Business Magazine as a "Top Company to Work For" for the fourth consecutive year, ranking one on the prestigious list for 2022.