

Data Extraction and Mapping for Salesforce Application

Client profile

Our client provides pharmacy solutions to community health centers by leveraging the benefits made available through the government's 340B program into significant revenue for the centers and medicine for the uninsured. Our client recruits patients into the center's pharmacy, enhances the quality and continuity of care for the patient after they've left the health center, and generates revenue that can be used by the center to directly serve those patients without insurance.

Business situation

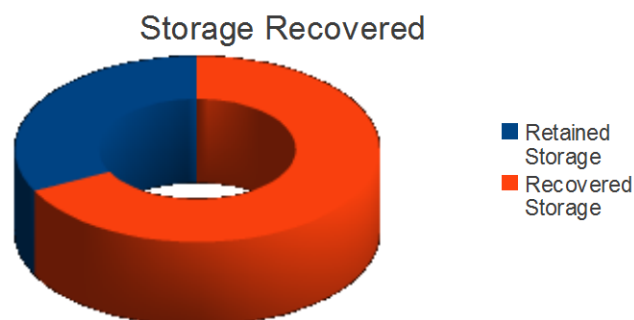
The client's solution uses Salesforce.com as a platform to identify potential customers, and then to create call lists to close those leads. The issue the client was having with the solution was twofold. First Salesforce.com which is a great platform for applications but can be very expensive as the dataset grows. The second was the manpower required to manage the data flow. As the business grew so did the number of streams of data being fed into Salesforce.com. This caused many manual manipulations to creep into the system which caused the maintenance required to run the system to become unmanageable.

Solution

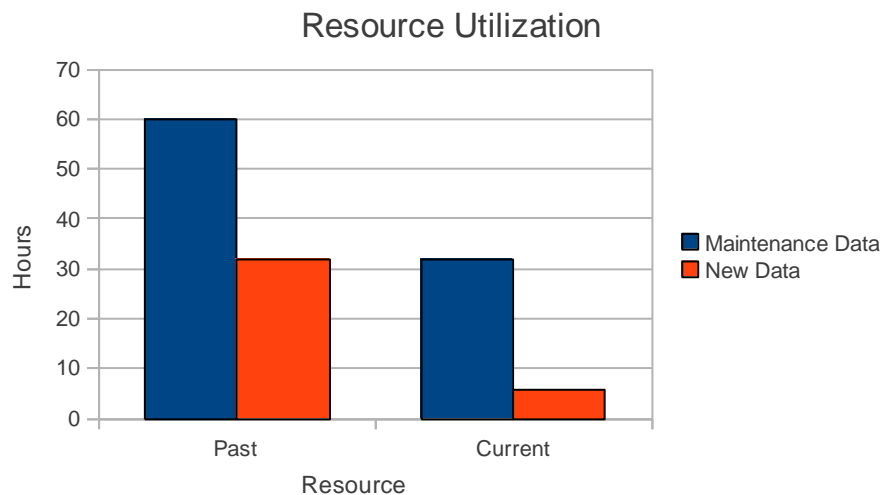
The solution prepared by Deerwalk is an automated solution that moved the data cleaning outside of Salesforce.com and into a proprietary engine. This left only cosmetic processing being done inside the Salesforce.com application. For the second issue, Deerwalk inserted the proprietary Data Mapping process between the data sources and the Salesforce.com application. This allows for a library of data mapping templates that helps on two levels. First the fields used by the application do not need to be worked every time a new center is signed up. Additionally the Data Mapping process is structured to allow for automated monthly cycles.

Benefits

By moving most of the data cleaning and mapping outside of Salesforce.com the client has seen a decrease of up to 70% of the space required to store a healthcare center's data. This was data that did not present business opportunities but was consuming space and incurring Salesforce.com fees.



The Deerwalk data mapping services have also dramatically decreased the time spent managing the process of importing the data into Salesforce.com. When the client started it was taking 32 man hours for maintenance of existing centers and close to 60 man hours to implement a new center, not including time spent cleaning the data prior to processing the data.



By implementing Deerwalk's process the client was able to free up one and half people which they are able to use on other projects. This has let the client to focus solely on developing their business and not managing their IT process.

Products and services your company used

- Salesforce.com as a platform for the application.
- Microsoft SQL Server
- .NET for automation tasks.