



# Turning 12 hours of error prone data processing to 41 minutes of accuracy

CloverDX enabled fundamental improvements in how the company runs their business, by shaking the status quo of data processing. This helped the business transition away from an in-house developed solution which was time consuming to run, expensive to maintain and highly error prone.

## Data stories

**Using data from multiple sources to enrich financial services with meaning**

Research has shown that people experience and make meaning of their lives through stories. The company was quick to identify the opportunity to leverage multiple data points, and supporting this philosophy by applying it to meaningful financial services. To do this they created their own information platform, built on Salesforce, to suck data in from many sources and provide a unified 360° view of the customer to present to their advisers. This platform can now be custom-tuned for any financial advisory practice to connect to.

Previously, the company had embarked on a successful strategy of growth through competitor acquisition. Now, the company looked to accelerate growth further, but this time turning competitors into customers, by offering access to a suite of client facing financial tools. It was evident that the success of the new business model hinged on the ability to process data quickly and deliver it, error free, into Salesforce.

**"The single best thing this company has done for data integration"**

SVP of Technology

Without the ability to reliably execute daily updates, it would be difficult to on-board and service significantly more customers, and meet the aggressive growth demands dictated by the new business plan. "We decided that due to the daily loading errors we were experiencing, we simply had to adopt an appropriate data processing solution as a priority. We needed to find a company that could provide access to the people and technology to help us get up and running quickly and correctly," said the SVP of Technology.

## Unproductive productivity

### Data challenges overcome in-house tool and cries for automation

Like many organizations today that are struggling with the volume, variety and velocity of data, the business had developed their own spaghetti-code to run daily data feeds into Salesforce. The SVP of technology continues, “Around 10 years ago we needed to migrate custodial account data with Salesforce. We researched what commercial ETL software tools were available, but decided they were too expensive, and we didn’t want to be held to a never-ending subscription cycle. If we’re going to spend money, our preference is to own the asset, so at that time we opted to develop an in-house solution.

Moving forward 10 years, and now with tens of millions of records being processed daily, the time needed to load them was getting longer, peaking at 12 hours. This meant the necessary daily updates could no longer be guaranteed. In addition, errors in loading the data into Salesforce, sometimes by as much as 50%, resulted in another day’s (lost) productivity dedicated to fixing the problems. As a result, the financial advisors relying on the data were potentially working with information that was up-to two days old. “It felt like a game of whack-a-mole, trying to manage the challenges and fix the issues,” said the inhouse IT Director. “In addition, the number of data sources were about to double, potentially doubling the number of headaches. We had outgrown our DIY tool and it could no longer meet our needs.”

## A victory for data integration

### Turning 12 hours of error-prone data processing into 41 minutes of accuracy

After discussing the challenges internally, the business decided to find an ETL software solution that could help solve the problem as quickly as possible. The IT Director researched what was available, but saw that it was difficult to differentiate one ETL product from the next. “They all did similar things, and there was no meaningful difference in features and performance. I then began to assess the vendors on other factors, such as how much help and support they would provide, and that’s when things got interesting.” He discovered that some critical requirements, which would help accelerate the successful implementation and effective use of the software, were simply not on offer across the board. “Once I completed my due diligence, it was clear to me that, regardless of product performance, not all vendors could be regarded as equal.”

The IT Director continues, “Typically, most vendors on our shortlist offered access to contractors and open forums, which was not appealing to us. If something breaks, we want the company we are paying to bring in their expertise and help us figure it out. If we have a broken process, it’s too important to be told by a vendor go search the Internet, and see if you can find an answer. We needed

a vested partner, offering great support, and who would help us get implemented and kick-started quickly.

“When you work with advanced enterprise systems, there are lots of tricks and tips of the trade that you can only discover with the experience of time, time we just didn’t have. The helpful people at CloverDX got us started much quicker than we could have achieved on our own. As no one understands their software better, they were the right people to help us implement a best practice set-up and move us in a direction that would be easier to maintain long-term. Using Clover ETL data integration software, we have now significantly reduced the time needed to run our daily data loads, from an increasing number of hours to just minutes! In this way, we no longer incur any loading errors, and can provide daily refreshed data to our growing network of financial advisors. The result is a fast, reliable and trouble free data pipeline into our platform.”

## Fast. Reliable. Works.

### A new growth strategy in action with data integration at the core

Loading data into Salesforce presented two unique and difficult challenges. Salesforce imposes some limits that affect large batches, namely CPU timeout and record locking. With the ever-growing size of the data being processed, the risk of errors increased, but by using CloverDX these two issues have been solved by sequencing the data appropriately. Additionally, data validation is also now a robust and well defined process that the team can rely on. “CloverDX has helped free up significant time for my team, and now we can focus much more on adding value, rather than fixing data load problems on a daily basis,” said the IT Director. “Our engineers have made the switch from running their old home-made code to using CloverDX and have never looked back. They are happy because of the time saved to do the transformations. Now, we can pull data multiple times a day from different sources, and bi-directionally with some providers.”

The SVP of Technology interjects, “There are no more executive team conversations about data loading issues, and my stress levels have significantly reduced. Instead we can now think about near real time use cases, which is a massive differentiator in our marketplace. With CloverDX in place we are already onboarding twice as many new customers than was possible before. The team is now looking for more ways to rely on the software and use less home-grown tools.”

Winning new business has become much easier as the barriers to onboarding new clients have been removed. The IT Director concludes, “We can now integrate with any legacy accounting systems, and that is why we are able to double our throughput. Bolt on integrations used to take a month, but now it usually takes less than a week. We have made a psychological shift from thinking about everything being written in code, to being delivered in CloverDX, with rich and fast integrations at the API level.”