MedTech Soars with Salesforce-Oracle Data Synergy

Business Challenges and Objectives

- The Team looked to extract the Sales Data from Salesforce and Oracle.
- They also looked to consolidate data from Salesforce and Oracle.
- They also wanted the TekLink Team to build an audit report to identify the differences between Salesforce and BI easily.

Client

- Our client is a medical technology company focused on developing and commercializing innovative medical devices to treat complex and challenging cardiovascular conditions. They are more than a decade old in the industry, with a constant focus on improving the medical infrastructure through technology.

Industry
- Manufacturing

Function
- Sales Chain & Logistics

Technology
- Microsoft Azure

The Solution

- Leveraging Azure Data Factory, the Team extracted data from Salesforce and Oracle, transferring it into the SQL Database stage tables.
- Data underwent transformation processes, primarily focusing on tasks such as currency conversion and implementing business logic, ensuring its readiness for loading into EDW Tables.
- Model views were generated to present a structured data representation, facilitating straightforward analysis.
- To enhance data visibility, the Team crafted the PowerBI Audit Report, offering a detailed account of disparities between Salesforce and PowerBI.

Outcomes and Benefits

- **Enhanced Visibility for Decision-Making:**
  - Daily sales and order status visibility improves decision-making and resource allocation.
  - Timely resolution of past due orders boosts customer satisfaction and reduces backlogs.
- **Comprehensive Sales Tracking and Pricing:**
  - Accurate sales tracking by month, year, and quarter informs sales forecasting.
  - Price by Part analysis ensures competitive pricing and maximizes profitability.
- **Empowered Business Users:**
  - Key users can independently analyze data.
- **Incremental Revenue Growth:**
  - Incremental revenue analysis guides targeted strategies for additional sales.
  - Analyzing price percentage increases optimizes revenue potential.