



Integrating Data with a Data Warehouse or Data Lake

Companies often store vast amounts of historical and transactional data in data warehouses and data lakes, but this data isn't always accessible to teams operating in different systems, such as CRM. Syncing key data points with Salesforce allows for more robust reporting and helps teams and leaders make data-driven decisions.

Data warehouses typically handle large datasets, requiring careful selection with sometimes detailed conditional logic and data transformation before syncing with Salesforce.

Using Salesforce's bulk API, automated scheduling and sophisticated mapping technology through a simple user interface, CONVAYR ensures data is updated regularly to provide actionable insights without overwhelming API limits. Changes to the integration configuration takes minutes.

Syncing data from data warehouses and data lakes allows teams to leverage historical insights and augment existing data for better forecasting, improved account planning, and identification of upsell/cross-sell opportunities. It empowers teams with a complete view of the customer lifecycle.

Learn more at the
[Salesforce AppExchange](#)

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info@convayr.com www.convayr.com