

# CASE STUDY



Salesforce CRM "EXPERIENCE CLOUD" & INTEGRATION



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## Business Challenge & Requirements

- Client implemented a solution for modern B2B Marketing. Global manufacturers including BD, Millipore Sigma and Eaton trust Jabmo to power their ABM programs driving engagement, pipeline, and revenue.
- Jabmo is looking to build an interface between Redshift and salesforce. Redshift stores the account-based data and customers would like to sync the same data in salesforce under account object.
- This functionality will be used by the customers who desire integrate their jumbo.com data in their salesforce Instance. The new tab under the account object will store the data in the form of Dashboards.
- Required a managed package on Salesforce AppExchange so that Jabmo's Customers can use the App for the business continuity.



Technology: Salesforce CRM (Enterprise Edition)  
Integration: Redshift  
Engagement Model: Offshore/Support  
Methodology: Agile & Scrum

## Solution & Benefits

- InfoDrive did One way Integration between redshift and Salesforce to insert, update and upsert the data in the account object in salesforce.
- Infodrive used REST API method to integrate redshift and salesforce.
- Data is visible under the account object in form of a dashboard. Data showed in the form of bars, columns, lines, shapes, or other elements.
- Created Managed Package on AppExchange with proper Security review process from Salesforce.
- Deployed the managed package on AppExchange.



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