



CASE STUDY

Streamline data organization

Context

Sciendo is a leading provider of publishing solutions for scientific journals, books and conference materials. They publish more than 500 titles, serving 300 scientific and industry institutions in 40 different countries. Employees of the company noticed that the effectiveness of their work is affected by poor organization of data.



Challenge

The client came to us because he noticed some deficiencies in his previous CRM system. He needed a better database structure that would allow him not to duplicate information and better manage the data he already had.

Solution

Our team of experienced developers has prepared from scratch a new, intuitive database model tailored to the client's needs along with the adaptation of the Salesforce platform to it. We also enabled trouble-free import of the old database for the new model, thanks to which the customer did not have to build it from scratch.



Result

Thanks to our activities, Sciendo employees can use their database in a simpler and faster way, and the information contained in it is organized and does not duplicate. Easier organization of data translates into both greater comfort of work and better sales that bring profit to the company.



ABOUT COMPANY

Sciendo is part of the De Gruyter Group, an academic publisher with over 270 years of history. They publish both new and archival issues of magazines and books. Our publishing platform records over 9 million visits per year and is one of the most advanced on the market, available in several language versions.