



Case Study | Archetype Innovations LLC

Industry: Software

Location: Duluth, MN

Project: Salesforce Enterprise Edition Optimization with Automated Data Migration

Company Overview

Archetype Innovations LLC is an educational technology company aiming to improve healthcare through health professions education. Archetype Innovations develops innovative products and system services for modern healthcare professional education.

The Challenge

Archetype Innovations is a rapidly growing company and they had outgrown their previous Salesforce implementation. They were looking to expand their use of Salesforce to allow them to track and manage their growing customer base. They needed a solution that would tie their application database, accounting software, and customer support database together.

How We Helped

After taking the time to understand Archetype's business processes, StarrData was able to design a way to import data from all of Archetype's databases while keeping costs to a minimum. StarrData created custom fields and custom objects in Salesforce to store the imported information. Once Salesforce was configured to hold the data, we set up the Data Loader to automatically retrieve data from Archetype's databases and import that data into Salesforce. We then trained Archetype on how to use, manage, and make changes to the Data Loader.

“As a software company, we have worked on many projects with external development firms. None have ever been as easy to work with, smooth, clear, and efficient as StarrData. We now use our experience with StarrData as the benchmark for any future external software developer.”

– Kathleen Annala, President and Founder, Archetype Innovations

The entire project was done **virtually** via GoToMeeting, and the telephone, therefore keeping costs down and saving much time and resources in the process.

Results

- Data from Archetype's multiple databases is **automatically imported** into Salesforce, allowing them to more **efficiently find information**
- Archetype is able to **run reports** in Salesforce using all their data, giving them more **detailed analytics**
- Salesforce allows the company to **operate virtually** by sharing content with everyone and storing information in one central location
- By training Archetype on how the data loader operates, they are able to **make changes** to it themselves
- **Users are satisfied with Salesforce** and it is providing even **more value to their business**.

Want to see these kinds of results for yourself? Give us a call today at (888)391-4493 x103. We're here for all of your Salesforce needs.

