

Strategic Growth Powers Lightning Fast Migrations with StarfishETL®



COMPANY PROFILE

Strategic Growth, is a Certified Gold Salesforce Consulting Partner. It is a U.S. Veteran owned company founded in Texas in 2007 by members of the initial Salesforce Consulting organization.

COMPANY STATS

- Leader in Salesforce implementation services
- Industry: Software
- 6 Salesforce certifications
- Average of 12 years Salesforce expertise
- 25+ years professional services experience

BUSINESS SITUATION

Strategic Growth focuses entirely on providing Salesforce® implementation expertise and best practices to its customers. The company has completed over 2,100 software implementations and has over 95 five-star AppExchange reviews – more than any other Salesforce Gold Partner in North America.

With so many implementations to maintain, Strategic Growth needed a migration solution that could be counted on. Specifically, they needed a tool with pre-built migration maps to speed up and simplify the migration process. The company honed its search to find a solution that was stable but also adaptable for customized projects.

With tight deadlines constantly looming, Strategic Growth weighed the learning curve of the chosen application heavily. If the system was fast but proved difficult to work with, it wasn't going to help the team. They needed a solution the teams could quickly get comfortable with.

“We needed something that was easy to learn and reliable, and we needed it from a company that could provide hands-on support if necessary.” Caleb Sidel, CTO, Strategic Growth

StarfishETL's migration capabilities fit the criteria for an easy-to-learn solution that could be used out-of-the-box or with quick modifications. Strategic Growth also noted StarfishETL's commitment to its partners in weighing its decision. The company needed a partner who they knew they could turn to for support and guidance during their migration projects. StarfishETL's extensive network and responsive support team fulfilled those requirements.

TECHNICAL SITUATION

Once Strategic Growth selected StarfishETL, they hit the ground running on their first project: a migration from Act!® to Salesforce. The project's goal was to move all data from an Act! database into Salesforce in under three weeks. This timeline included all test data loads, validation, and final production loads, so Strategic Growth had no time to waste.

Using StarfishETL's pre-built migration from Act! to Salesforce, Strategic Growth was able to quickly query the right Act! tables without a full understanding of the table structures. This let them rapidly move to the next phase and focus on migrating the outlying — but very important — custom fields.

“We were able to prove the feasibility of the data migration in a matter of a few days. It was a relief once we realized we'd be able to deliver a successful migration on time.” Caleb Sidel

The team was able to configure the StarfishETL platform to map the customizations from the correct area of Act! to the new fields in Salesforce.

The ease of the tool, coupled with the pre-built maps and customized capabilities, laid the foundation for Strategic Growth to deliver the results they promised.

PROJECT OUTCOMES

Not only did Strategic Growth deliver the client's data migration on-time, but they also kept the project within the client's budget. Strategic Growth's team exceeded customer expectations by using StarfishETL to save the Act! encoded RTF data for import directly into Salesforce as plain text. This sped up the migration process and made the import much easier for both client and consultant.

Today, Strategic Growth continues using the StarfishETL platform for other migrations. One of their more recent projects involved the migration from Microsoft Dynamics® CRM to Salesforce. The Strategic Growth team was able to complete this project in days instead of weeks by utilizing StarfishETL's pre-built maps and streamlined functionality again.

Most recently, Strategic Growth completed a migration to Act! from another provider. That project was completed in hours instead of the days that would have usually been necessary.

“The most valuable outcome we saw was the increase in productivity. We have peace of mind knowing we can rely on that efficiency to delight our customers.” Caleb Sidel

Caleb Sidel, the CTO at Strategic Growth, cites StarfishETL's pre-built queries and “straight forward” operation as two major factors in the success of these projects. His team continues to use StarfishETL as a go-to resource for critical data projects.



Need help with your next migration? Contact us at sales@starfishetl.com.