

# CASE STUDY

## CRM DATA MIGRATION



### ABOUT US

Neutrino Tech Systems, established in 2018 and headquartered in Texas, USA, is a premier IT services and solutions provider. Our mission is to facilitate innovation and drive growth by delivering top-tier technological solutions. We take pride in our commitment to helping clients build and maintain a unique value proposition, ensuring their success in today's rapidly evolving digital landscape.

### ■ ABOUT THE CLIENT

The client is a leading provider of commercial services to the life science industry in the U.S. The client offers a fully integrated platform of solutions to address pricing, access, reimbursement, adherence and product delivery challenges on behalf of pharmaceutical organizations. In 2019, Client acquired cornerstone research group to add health economics and outcomes research (HEOR) services to its platform.



## ■ CHALLENGES

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- No Standardized business rules across enterprise
- Severe Data Quality issues in the application
- Poor performance of the application
- Data acquired from various company mergers/acquisitions
- Migrate data from 100+ Dynamics tables to 70+ SFDC Patient connect tables (500GB)
- More than 80% customization

## ■ SOLUTIONS

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- Migrate data to (Patient Connect) Salesforce from MS Dynamics
- Rationalize the business rules/columns and processes for client
- Build Data mappings b/w Dynamics and patient connect systems
- Convert MS Dynamics data into Patient connect data using SSIS Packages & Stored Procedures
- Implement data standardization and Data quality solution

## ■ BENEFITS

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- Standardized business processes across clients
- Easy implementation for new clients
- Improved confidence on data quality, security and integrity
- Improved report rendering time & improved performance
- Automated data migration policy & procedures supporting future mergers or acquisitions

