



## CASE STUDY

# Salesforce Datawarehousing & Archiving



### **AMERICAN TOWER®**

#### **Industry:**

Real Estate & Telecommunications

#### **DBSync Products:**

Salesforce & Database

#### **Website:**

[www.americantower.com](http://www.americantower.com)

#### **About the Customer**

American Tower Corporation is an American real estate investment trust and an owner and operator of wireless and broadcast communications infrastructure in several countries worldwide.

#### **Background**

The company was loading data from Salesforce to their data warehouse which was time-consuming using their ETL tools. They were looking for a tool that could replicate Salesforce data into their Oracle database to power their realtime and analytics reporting.

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*"With DBSync replicating data into our data lake, we do not have to maintain multiple ETL mappings to support our reporting requirements. We have seen a considerable decrease in our development times as well, as we can import new salesforce objects with just a click of a button."*

**Bharath Nagula, Sr. Database Engineer, American Tower Corporation**

#### **Challenges**

- ❗ Cumbersome ETL tools
- ❗ Multiple manual ETL mappings that support their reporting requirements
- ❗ Development time to maintain the integrations

#### **Solutions and Outcomes**

- ✅ Replaced the ETL tools with DBSync's replication tool to replicate data from Salesforce to their data lake
- ✅ Automated mapping
- ✅ Accelerated deployment program



# Learn More About DBSync



## Cloud Workflow (iPaaS)

Start integrating your CRM, accounting, eCommerce apps and databases with clicks, not code. Prebuilt templates and the easy-to-use interface will have you up and running within an hour. Have custom objects and need more flexibility? Build your own custom connector with the Advanced Setup Wizard.

[Learn More](#)



## Database Replication

DBSync Replication empowers organizations to quickly replicate their data from Salesforce to popular relational databases and big data platforms. Easily, securely and efficiently move your data with minimal operational impact to meet your compliance, BCP and data warehouse requirements.

[Learn More](#)



## SaaS Application Backup

Replace time-consuming backup processes with daily automated cloud-to-cloud SaaS backups for all your critical data, attachments, files and metadata. The platform also enables you to restore select or complete data sets, privacy “right to be forgotten” one-click data deletion and audit tracking.

[Learn More](#)

DBSync unleashes the power of Automation, liberating DataOps and DevOps from difficult, manual and repetitive tasks, giving organizations more time to pursue their dreams and achieve higher goals. The company develops and markets its [data workflow](#), [replication](#) and [backup solutions](#) in partnership with leading providers of CRM, finance, ERP and eCommerce apps as well as SQL and NoSQL databases, data services and data platforms. With easy-to-use pre-built connectors and ETL capabilities, DBSync provides easy links between leading cloud-based and on-premise solutions, enabling better compliance, insights and decisions. The company has offices in Nashville, San Francisco and Bangalore, India. Learn more by visiting [mydbsync.com](https://mydbsync.com).

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