



## Customer Success Story

# A tailored data migration into Salesforce helps dental equipment manufacturer to centralize data post acquisition

## About the Client

Client develops technologies to save teeth through sound science. By introducing broad spectrum acoustic technology, client is transforming dentistry. They acquired a similar organization using a different CRM called PipelineDeals.

## Solution

- All data from PipelineDeals were meticulously migrated into Salesforce CRM
- Objects, fields, relationships, and configurations were precisely retained
- Data cleansing and deduplication completed per best practice guidelines
- Sharing settings prevents sharing of opportunities between newly migrated users and existing users.

## Benefits

- ✓ Increased collaboration between the two teams
- ✓ 360-degree view of combined data of both companies in a unified dashboard.
- ✓ Enhanced data security for opportunity records.

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