

KingswaySoft Client Case Study

A Leading Academic Medical Center in the Southeastern United States

A prominent healthcare organization implemented a data integration solution using KingswaySoft's SSIS Integration Toolkit for Salesforce to support daily marketing operations. The integration handled an initial load of over 3 million records and continues to process approximately 200,000 to 250,000 updates daily. The solution simplified ETL processes, reduced reliance on manual work, and ensured timely access to accurate data for Salesforce Marketing Cloud campaigns.

OVERVIEW

This leading academic medical center in the Southeastern United States delivers advanced healthcare services, academic research, and community programs. Within its broader operations, the organization maintains a dedicated Marketing Analytics team responsible for managing marketing-related data and engagement activities. As part of this team, the Senior IT Analyst oversees data operations involving platforms such as Salesforce and Salesforce Marketing Cloud. To better support ongoing campaign activities and internal reporting needs, the team sought to improve data reliability, enable faster data refresh cycles, and implement automated workflows using their existing SSIS framework.

THE CHALLENGE

The medical center required a solution that could securely and efficiently move data between internal SQL Server databases and Salesforce. Their existing process involved manual oversight and limited automation, resulting in unnecessary delays and increased potential for data inconsistencies. A key requirement was the ability to implement the solution within their SSIS framework to reduce complexity and improve maintainability.

THE SOLUTION

The Marketing Analytics team implemented KingswaySoft's SSIS Integration Toolkit for Salesforce to create a scheduled integration from SQL Server to Salesforce. The solution enabled the automated movement of campaign-related data into Salesforce to support Salesforce Marketing Cloud journeys. Built entirely within the SSIS platform, the integration allowed the team to configure and manage workflows without custom code. This helped simplify deployment and provided a maintainable structure for ongoing updates.

THE RESULTS

By implementing KingswaySoft's integration solution, the academic medical center was able to automate complex data operations and maintain accurate, up-to-date information across systems. The integration supports daily updates required for Salesforce Marketing Cloud journeys, reducing the need for manual oversight and minimizing the risk of errors that could disrupt campaign schedules. These improvements have contributed to more efficient operations, better resource allocation, and greater reliability in daily processes.

Integration Results for the Medical Center:



3+ million records processed in the initial load



200K-250K daily updates across systems



2 hours saved per day through automation



72 hours saved annually on error resolution

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"It is truly a game changer when you can complete a working prototype or proof-of-concept solution for free to see if it is working and getting you what you need. KingswaySoft makes it easy for you to get to know the product and convince yourself of its value before you buy the production version license."

Alexander K.

Senior IT Analyst
Academic Medical Center

SSIS INTEGRATION TOOLKIT for SALESFORCE

KingswaySoft's SSIS Integration Toolkit for Salesforce enables high-performance data integration directly within SQL Server Integration Services. Built for flexibility and control, it allows teams to connect Salesforce with internal systems using native SSIS components. The toolkit supports automation, scalability, and efficient data pipeline management without writing code.

ABOUT KINGSWAYSOFT

KingswaySoft is a leading provider of data solutions, serving over 100 countries with our competitively priced and highly reliable SSIS Integration Toolkit. We are committed to continuous enhancement, providing innovative and flexible solutions that help organizations streamline operations and achieve measurable success. Our dedication to innovation and customer satisfaction drives our mission to make data integration simpler and more effective.

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