

# KingswaySoft Client Case Study

The Center for Health Affairs

**Andrew Syes Group switched to KingswaySoft's SSIS platform to overcome reliability and scalability issues, and improved performance and data processing speed and significantly.**



*"I use the Dynamics CRM tools the most followed closely by SharePoint and they have saved me numerous hours compared to other solutions. KingswaySoft has been very responsive to all of my customer service needs from purchasing, installing and tech support. They have exceeded my expectations."*

**John McLeod**  
Developer

The Center for Health Affairs

## OVERVIEW

Andrews Sykes Group (ASG) is involved in the hiring, sale, and installation of various equipment, including pumping, portable heating, air conditioning, drying, and ventilation equipment. ASG previously implemented CRM 2011 through a Microsoft Partner, with a significant focus on the extract, transform, and load (ETL) solution, which is used by their field sales force for information access while on the road due to the unavailability of the central business Hire system. ASG partnered with Cranhill Insight, a freelance consultancy services firm specialized in Microsoft Dynamics CRM 2013, 2011, and 4.0, along with SharePoint, Reporting Services, and Integration Services for the integration project.

## THE CHALLENGE

The field sales team required mobile access to customer and prospect company records, quotes, and hire contracts. To meet this requirement, data ETL and the CRM mobility solution were implemented. Before starting their project, ASG had to address the challenge of significant variation in data volumes. Their legacy ETL solution lacked scalability, leading to reliability issues, particularly during batch refresh scenarios that sometimes took up to 15 hours to complete for data volumes of less than 750,000 records. As the legacy ETL solution was single-threaded and unable to utilize the ExecuteMultiple class introduced in CRM 2011 UR12, ASG had to redevelop the ETL solution using another platform.

## THE SOLUTION

Several options were considered but none of them seemed to be a good fit due to licensing costs or proprietary syntax.

Owing to the number of other SQL Server Integration Services platform ETL services in use at ASG, KingswaySoft seemed to be a good fit. It was scalable, multi-threaded by taking advantage of the SSIS Balanced Data Distributor, and made use of the ExecuteMultiple CRM class. It also had a familiarity for their internal IT team as it is SSIS based.

## THE RESULTS

There was a marked improvement in throughput when compared to the legacy ETL process. Since deployment to their production environment, the run-time of the regular daily processing (which was scheduled to begin every 15 minutes) had reduced from 15-20 minutes to just 90 seconds using SSIS & KingswaySoft. They also found that pre-sale consultancy offered by KingswaySoft's team was very helpful and at an expert level.

## SSIS INTEGRATION TOOLKIT

Easy learning curve, consistent One single solution that works for CRM online, 2013, 2011, CRM4, and CRM3, and all deployment options including CRM Online, onpremise, or IFD. The toolkit helps manage all intricate details involved in working with CRM web service interfaces

Easy learning curve, consistent application interface, familiar development experience within Visual Studio (SSDT or BIDS)

Codeless data integration

## ABOUT KINGSWAYSOFT

KingswaySoft is a leading provider of data integration solutions for Microsoft Dynamics software and many other enterprise applications. Organizations from more than 100 countries rely on our solutions to drive their business data efficiency.

Our primary mission is to help our customers to be successful in their business by providing them with quality software products and innovative integration solutions at a competitive price.