

Success Story

Embracing Data Warehousing Strategic Play for Optimized Storage and Visibility

How a football league labor union slashed storage costs and gained better visibility into player records using Power BI



The client is the second-oldest labor union of four North American professional sports leagues established to provide formal representation to players for compensation negotiation and other agreements.

Challenges

The client used Dynamics CRM to store player data, contracts, marketing details, financial data, and other business functions. In order to support historical executive dashboards and reports for players and reporting on audit logs and trends, the organization wished to create a data warehouse.

Existing data stored in Dynamics CRM impacted analytics and reporting performance

No data pipeline to ingress data for transformations and modelling

A disjointed view led to poor visibility into the players, their records and performance

Delivered

Xoriant provided a comprehensive solution to the client's data warehousing needs. They designed and developed ETL pipelines to efficiently move the required data from Dynamics CRM standard, custom entities and log tables to Microsoft Azure.

Ensured

The performance for analytics and reporting was optimized

Designed

Semantic models for BI reports & dashboards with a clear view for client

Created

Analytical and drill-down reports using the provided views of data warehouse

Installed

Plugins for data archiving and audit log archiving in CRM

Provided

An effective and efficient data warehousing solution

Business Value



Slashed

CRM storage space cost significantly



Cleared

90% of the CRM storage space



Delivered

A superior view and concise dashboards using Power BI

Technology Stack

Dynamics CRM, Microsoft Azure, Power BI

Xoriant provides advanced technology solutions and software development services for global banks, software product companies and F500 market leaders. Based in the U.S. with 17 global offices and 5000+ engineering professionals, Xoriant demonstrates exceptional experience in banking and finance infrastructure modernization and cloud migration. We deliver expert digital engineering, as well as offsite and offshore services, across high tech, healthcare, pharma, industrial manufacturing, telecom, and automotive sectors. Customers credit technological innovation and delivery excellence for our shared success over three decades.