



# Transforming Customer Data Accuracy and Reporting Speed with Google Cloud Migration



Reduced customer data  
discrepancies by 90%



Cut report generation time  
from 10 minutes to under  
30 seconds



Lowered storage costs  
by 70% through cloud  
optimization



## Client

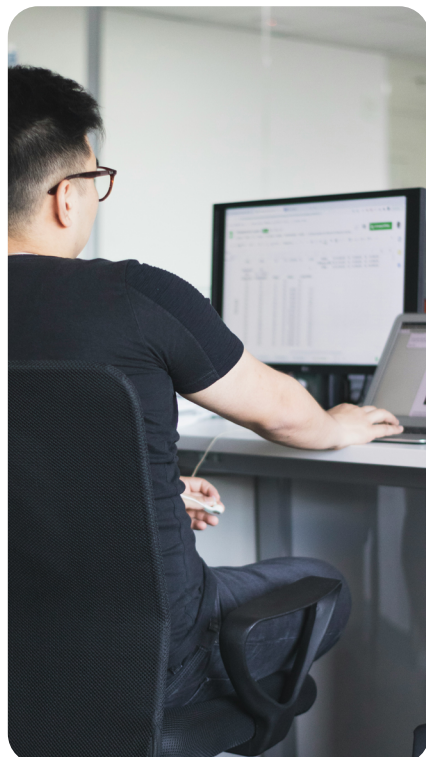
Our client is a global leader in the manufacturing industry, producing and selling a range of innovative recreational vehicles across more than 120 countries. With manufacturing facilities in North America and Europe, they are known for delivering premium products and experiences to their customers worldwide. As part of their commitment to digital transformation, the client sought to modernize how they manage and reconcile customer data across marketing and CRM systems.

## Challenges

The client faced significant challenges in managing customer data across multiple systems, resulting in **data inconsistencies, reporting delays, and high operational costs**.

- **Salesforce Limitations:** Restricted API access in Salesforce led to incomplete and unreliable data transfers, causing significant gaps in customer profiles and preventing a unified customer view.
- **Complex Adobe Data Extraction:** Extracting customer data from Adobe Campaign Classic was resource-intensive, requiring custom field mapping and lacking standardized exports. This complexity made routine data pulls time-consuming and challenging for large datasets.
- **Reporting Bottlenecks:** Non-technical business users struggled to generate reports, relying heavily on technical teams for SQL queries and data preparation. Generating insights took excessive time, hampering marketing agility and timely decision-making.

These obstacles highlighted the urgent need for a modern data architecture capable of delivering **accuracy, scalability, and self-service analytics**.



## Solution

To address these challenges, Munvo architected and implemented a comprehensive migration to Google Cloud Platform (GCP), transforming the client's customer data infrastructure into a modern, automated, and accessible solution:

- **Data Ingestion and Storage:** Customer data from Adobe Campaign Classic and Salesforce was securely ingested into Cloud Storage, with IAM permissions ensuring secure access and governance.
- **Automated Data Processing:** Munvo implemented Dataflow and Cloud Data Fusion pipelines to automate data cleansing, deduplication, and quality checks, significantly reducing manual intervention and improving data reliability.
- **Unified Customer View:** Processed data was consolidated into BigQuery, creating a single, unified customer profile across all systems.
- **Advanced Data Governance:** Using Dataplex, the solution automatically tracks data lineage and flags discrepancies between Adobe and Salesforce sources, ensuring ongoing data quality and compliance.
- **Self-Service Analytics:** Business users can now leverage Power BI and Looker Studio directly connected to BigQuery. The BI Engine accelerates dashboard performance, enabling near real-time insights without requiring SQL knowledge.

This modern architecture resolved previous integration and performance issues, while also reducing maintenance overhead through automated pipelines and centralized monitoring.

## Benefits *Munvo's solution delivered significant and measurable benefits to the client.*



**Exceptional Data Accuracy:** Data discrepancies were reduced by 90%, providing a trusted, unified customer view and enabling more precise marketing segmentation and engagement.



**Faster Insights:** Report generation times were slashed from 10 minutes to under 30 seconds, empowering business users with faster, self-service access to critical insights for campaign planning and performance tracking.



**Cost Savings:** Migrating to GCP's serverless architecture cut storage costs by 70% compared to the previous solution, delivering substantial operational savings and scalability for future growth.



**Reduced Operational Overhead:** Automated pipelines and centralized governance eliminated manual processes, freeing technical teams to focus on higher-value initiatives.



## Results

- ✓ Unified customer data across Adobe Campaign Classic and Salesforce into BigQuery
- ✓ Reduced manual processes through automated data pipelines
- ✓ Enabled self-service analytics and real-time reporting for business users
- ✓ Lowered storage and operational costs by 70% with serverless GCP architecture
- ✓ Empowered marketing teams with faster insights and data-driven decision-making



The customer's data infrastructure transformed from a fragmented and manual setup to an integrated marketing CRM data hub following the migration to GCP. By addressing Adobe Campaign Classic's integration challenges alongside the limitations of Salesforce, Munvo enabled greater data accuracy, quicker campaign insights, and a cost-effective solution with a serverless architecture.

— Munvo Team



## Getting in Touch

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