



## **StarrData successfully migrated CyrusOne from Microsoft Dynamics CRM to Salesforce Unlimited Edition, resulting in better reporting capabilities and improved security measures**

*“StarrData is an expert in Salesforce installation and optimization. I highly recommend them to any company looking to quickly and efficiently launch or improve their Salesforce instance.”*

### **Company Overview**

CyrusOne is an enterprise data center provider located in Dallas, Texas. They are dedicated to increasing the availability and efficiency of business applications and data for global businesses. CyrusOne has 25 data facilities and offers the highest power redundancy and power-density infrastructure.

### **The Challenge**

CyrusOne was using Microsoft Dynamics CRM but they were finding that it was not flexible enough to fit their specific business needs and that it was hard to maintain. Microsoft CRM was making it difficult for CyrusOne to run all the reports they needed and they were unable to integrate with other applications without an expert programmer. Colleagues at CyrusOne had previously used Salesforce and they knew that Salesforce would be easier to manage, allow them to automate their business processes, provide more reporting capabilities, and provide increased security. Knowing this, CyrusOne decided to migrate from Microsoft Dynamics CRM to Salesforce Unlimited Edition with 55 licenses.

### **How We Helped**

In order to ensure a successful implementation, StarrData began the implementation process with a series of discovery calls with CyrusOne to understand their business needs and what they required from Salesforce. StarrData talked with heads of different departments to understand their individual department needs so that we could create a solution that would work for all departments. We then set up and customized Salesforce, working with CyrusOne along the way to ensure their satisfaction. In order to export CyrusOne's data from their Microsoft CRM database, we worked with a Microsoft CRM consultant. We helped the Microsoft CRM consultant understand CyrusOne's data and we figured out how to export it out of Microsoft CRM. After spending hours helping the consultant, we were able to export CyrusOne's data and import it into Salesforce.

Once the implementation was complete and CyrusOne was using Salesforce, StarrData trained all of their Salesforce users in small classes on how to use Salesforce and on Salesforce best practices. A few weeks after the training sessions were completed, StarrData held follow up Q&A sessions to answer any questions users had after they had been using Salesforce for a longer period of time.

### **Results**

- CyrusOne is actively using Salesforce and it is customized and automated to fit their business needs
- CyrusOne's data from Microsoft CRM was successfully imported into their Salesforce database
- Salesforce provides better reporting capabilities, allowing CyrusOne to run reports on all of their data
- Users are trained on Salesforce best practices and are able to maximize their Salesforce usage
- CyrusOne has improved security measures and can easily manage their security settings

*“I have hired StarrData twice to work for me at two different companies. Both experiences have been exceptional. They are experts in Salesforce installation and optimization. They were thorough in process, scope, and implementation and they took the time to really understand what a company needs, without wasting resources or time. I highly recommend them to any company looking to quickly and efficiently launch or improve their Salesforce instance.”*

– Scott Brueggeman, Chief Marketing Officer, CyrusOne

**Want to see these kinds of results for yourself? Give us a call today at (888)391-4493 x101.**

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