**V-SOFT** ®
DIGITAL

Big Data and Analytics
# BULLHORN CRM SALES ANALYTICS

## Company

The Client is a US-based recruiting company with that provides staffing in technology, engineering, and education.

## Challenge

The executive team at the Client was looking for an integrated sales data view from the Bullhorn CRM to be produced and displayed on a daily basis. The Client wanted to analyze and develop insight on demand forecasting, pipeline management, sales retrospective, Rep-by-Rep KPIs, and comprehensive sale analytics in order to remain competitive and do data-driven sales coaching.

## Solution

V-Soft Digital proposed to build a solution from the ground up to leverage Azure's data platform and modernize the ETL and analytics process. V-Soft Labs developed a custom C# based connector to integrate with a Bullhorn Restful API and built JSON format data extracts while in parallel incrementally maintaining Data marts in Azure SQL Data Warehouse. V-Soft Labs helped the Client move from a daily batch-based load to near real time loading of data and analyzing.

## Result

Rather than a nightly, slow, batch-based ETL/Analytics approach, V-Soft Digital was able to provide the Client with near real-time data processing and interactive visualization from Bullhorn CRM. This resulted in increased visibility and forecasting of future pipelines and a better ability to analyze and route jobs to the appropriate Lead Recruiter, reducing closure times and increasing client acquisition rate. V-Soft Digital also implemented an Interactive Dashboard with 27 critical sales metrics that showcased trends, growth, and comparison.

Integrated system **100%**

Increase in Revenue/Gross Margin Forecasting Accuracy **2%**

Increase in Client Acquisition Rate **8%**

## TECHNOLOGY APPLIED

- SQL Server
- SSIS
- Azure Data Factory
- Azure SQL Data Warehouse
- .NET
- Tableau 10

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