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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#20Jan2025