

ROYAL CYBER

Efficient Search & Analytics Solution

World's
Leading
Mattress
Retail
Company

Mattress Company

It's an American mattress store chain founded on July 4, 1986. The headquarters of the company is located in Houston, Texas .

They strive to help customers find the beds they want at the price that fits their budget.

Today, they have grown to be

America's largest specialty mattress retailer, with neighborhood stores in 49 states across the country and a passion for helping people find the right bed.

Challenges

The business need was part of the overall deduplication process of Salesforce CRM records. As a part of the project, they were deduplicating the CRM records using Cloudingo. MuleSoft was doing most of the pre-merge/merge/post-merge and backup activities. However, when the records were correctly marked as Golden record vs loser record (or duplicate) and were deleted from CRM. They still needed to be deleted from the marketing cloud as a result customer was still getting some redundant communications.

It's more than a Mattress

One of the largest mattress retailers in North America wanted to eliminate the manual synch up and tracking it with the Operation ID into Elastic search. The business challenge was part of the overall deduplication process of Salesforce CRM records. As a part of the project, we were deduplicating the CRM records using Cloudingo.

A wake up call

The client approached Royal Cyber for a solution to their problem. Our experts team



worked on a solution to integrate Elastic Search. Elasticsearch, an Open Source enterprise search solution, is widely used by millions of organizations to generate, store, validate, manage, and display a vast amount of information in an organized

manner. The records from Elastic search are fetched by MuleSoft batch job with duplicate records and sends to Salesforce Marketing Cloud for deletion and stores the Operation ID in Elastic Search.

Solution

Elasticsearch, an Open Source enterprise search solution, is widely used by millions of organizations to generate, store, validate, manage, and display a vast amount of information in an organized manner.



Restructuring the data

The client was able to take out data from the source, and assisted in formatting, searching, analyzing, and visualizing the same for business referrals.

Eliminating the manual synch up and tracking it with the Operation ID into Elastic search.

Eradicating all the possible breaking points in the customer sales cycle



Mattress Industry

Business Philosophy and Approach to the retail bedding industry

Key Results



Single view to understand total relationship value.



80% Eliminating the manual synch up

Visit our Mulesoft page

<https://www.royalcyber.com/technologies/mulesoft/>

Royal Cyber Simplifying IT for Customers & Partners

Simplifying IT for Customers & Partners

Royal Cyber Inc. Headquartered in Naperville, IL is a leading software organization that provides services ranging from application development and deployment to training and consultancy. We commenced the operations in the year 2002 as a specialized Technology provider striding in as a software deployment service provider, assisting clients to meet the standards and demands of doing business in the rapidly changing marketplace

In ME & KSA specifically, Royal Cyber has been serving major enterprise accounts for the last 8 years, as an IT System Integrator and trusted technology partner, to overcome their complex Enterprise Modernization challenges and achieve their Digital Transformation journey.

We provide customized solutions to help achieve your business and technology goals.

OUR VISION

**Encourage Growth &
Achieve Excellence**

500

600+

Clients



17+

Years in IT Business



1,000+

Employees / People