"We could not have accomplished this project without Pervasive. Transferring over a million records could have posed a real technology problem for us but Pervasive and salesforce.com have enabled us to resolve our data issues without worrying about the technology."

**– Jim Wilson,
Group Vice President and Delivery Solutions Manager, SunTrust**

About SunTrust

Atlanta-based SunTrust Banks, Inc., with total assets of $172.7 billion, is one of the U.S.'s largest and strongest financial holding companies. Through its banking subsidiaries, the company provides deposit, credit, trust and investment services to a broad range of retail, business and institutional clients. Other subsidiaries provide mortgage banking, brokerage, investment management, equipment leasing and capital market services. The company operates 1,690 retail branches and 2,807 ATMs, namely in the southern and southeastern U.S.

About Pervasive Innovation and Cloud Capabilities

The work Pervasive did for SunTrust involved the rapid migration of large datasets into SunTrust's cloud-based CRM application, Salesforce. In addition to capabilities for enterprise-scale data migration to cloud-based applications, Pervasive also offers Pervasive DataCloud 2, a secure and reliable on-demand services platform fully powered by Amazon Web Services for AWS and other cloud developers who need to rapidly create either low-level or high-level on-demand data services.

Pervasive Effectively Rapidly, Reliably Migrates SunTrust's Important Client Data to the Cloud
Completes Fast Loading of Large Datasets into Salesforce

EXECUTIVE SUMMARY

SunTrust needed to migrate millions of client records from multiple applications to Salesforce. Speed to completion was paramount, and data reliability was essential. The company, however, didn't have the expertise or manpower to migrate such large amounts of data. Through the suggestion of salesforce.com, SunTrust chose Pervasive Software's Integration group to quickly and efficiently standardize its data and—using Pervasive's innovative cloud integration capabilities—load it into Salesforce. Now, more than 2,000 sales representatives, sales managers and support staff can access the client information they need to continue to grow SunTrust's business.

CHALLENGE

SunTrust planned to retire multiple relationship management applications and migrate 12 years of client data into Salesforce. The company didn't have the software to transfer the data. Nor did it have a large IT staff to dedicate to the effort needed to implement the solution.

With a fast-approaching deadline, the work at hand looked insurmountable. SunTrust realized it needed the expertise of an experienced software provider with the data migration tools and data delivery model to ensure a rapid, accurate and smooth transition.

SOLUTION

Pervasive successfully migrated over a million sales, contact and call history records from SunTrust's legacy on-premises applications to the cloud-based Salesforce CRM. Jim Wilson, group vice president and Delivery Solutions manager at SunTrust, says, "Each bank officer's client data was extracted from the old applications, formatted and loaded into Salesforce overnight. SunTrust officers accessed the data from the old application one day and from Salesforce the following day in their last hours of training, seeing firsthand the real tangible benefit of Pervasive and salesforce.com."

Wilson adds, "The first impression is always critical. When our officers were in training, we had to ensure their specific sales data was current and available that day. This was 'just in time' delivery…it made a great first impression."

BENEFITS OF PERVASIVE CLOUD MIGRATION AND INTEGRATION

- Rapid, accurate data migration from on-site applications into Salesforce or other cloud-based applications

- Cost-effective enterprise-level data migration

- Pressing deadline met with no interruption to mission-critical production processes

CONCLUSION

SunTrust faced a looming deadline and needed rapid, accurate data migration of vital client data from on-premises applications to the cloud. Pervasive cloud migration technology rapidly, reliably loaded critical account and sales information from a number of on-site applications to Salesforce. Since the implementation of Pervasive's solution, Jim Wilson, group vice president and Delivery Solutions manager at SunTrust, has yet to receive a single maintenance call. "Pervasive is reliable and stable," he says. "It was easy to install and learn, meets all of our business objectives and, with salesforce.com, is the standard for data migration. We can make direct updates through Pervasive to Salesforce. Once in Salesforce, all of the account, sales and pipeline data are standardized, helping us move towards a true CRM system. We realized immediately the value of Pervasive."

Pervasive is strongly committed to ensuring customers in competitive environments continue to benefit from the fastest, most reliable, and easiest to use data infrastructure products and solutions in order to stay ahead of the pack. Whether you're loading enterprise data to hosted SaaS applications or to your own applications on leading cloud infrastructures such as Amazon Web Services, Pervasive can rapidly, reliably move your enterprise-class data without a hitch.

More About Pervasive DataCloud 2

Pervasive Software now offers Pervasive DataCloud 2 to meet the needs of organizations large and small who want to include cloud computing and data services as a part of their IT infrastructure. Pervasive integration running on Pervasive DataCloud can enable organizations to migrate or integrate even large amounts of data between on-premises and cloud endpoints within very tight timeframes.

Built on Amazon Web Services (AWS), Pervasive DataCloud 2 is geared to deliver rapid customer solutions. Not only rapid, Pervasive DataCloud 2 solutions are reliable, scalable and secure. With Pervasive DataCloud 2 on AWS, IT departments and developers now have the convenience of enabling on-demand data services without having to worry about hardware maintenance, software updates, etc.

What Pervasive DataCloud 2 offers

Raw Engines and Workflow – Developers can use Pervasive Data Integration, Profiling and DataRush engines, as well as our Workflow Designer.

Core Data Services – Developers can access Pervasive connectivity (adapters) to on-premise endpoints using Pervasive DataCloud agent technology. Also available are a Data Sort Service and Database, among other emerging services.

Rich Composite Data Services – Developers can provide data services that incorporate data loading, data matching, profiling, transformation data mining and analytics, including k-means, Levenshtein Edit Distance and Jaro.