Modernizing Sales Operations with Salesforce Migration and Integration

Migrating from legacy systems to Salesforce to streamline sales operations, improve analytics, and deliver real-time performance insights for a leading luxury property developer.

Overview

- Migrated central data source from Oracle to Salesforce.
- Integrated Salesforce with IPMS and external meeting tools (Microsoft Teams, GoToMeeting).
- Automated daily and weekly sales reviews with live data capture.
- **Result:** 44% increase in lead volume, 22% higher conversion rate, and 25% improved sales productivity.

Client Profile

The client is a leading Middle Eastern luxury real estate developer with operations spanning multiple countries and a focus on premium residential and commercial properties.

Challenges: Overcoming Legacy System Limitations

- Reliance on **manual data management** through Excel and Outlook
- Lack of a centralized CRM for sales and marketing data
- Inefficient **sales review and performance tracking** process
- Incompatibility between existing Oracle setup and modern integration needs

QBurst Solution: End-to-End Salesforce Migration and Custom Integration

QBurst modernized the client's sales data ecosystem by migrating from Oracle to Salesforce and integrating multiple systems for real-time updates and automation.

- Customized **Apex classes** to integrate Salesforce with the IPMS system using REST APIs (replacing SOAP).

- Developed **Visualforce pages** for scheduling and managing online meetings integrated with **Microsoft Graph API** and **GoToMeeting API.**

- Automated daily and weekly **sales review dashboards** with live data directly from Salesforce.org.

- Configured **new Salesforce objects** to manage inventories, payment plans, and customer data.

- Exposed **customer portal functionalities** via REST APIs for mobile app consumption.

- Enabled **push notifications** for real-time service request updates to customers.

Technical Highlights

- Migration from Oracle to Salesforce for centralized data management

- Integration with Microsoft Teams for seamless internal collaboration

- REST API–based data exchange between Salesforce Org and IPMS

- Responsive and interactive Visualforce pages for analytics and review tracking

- Tech Stack: Apex, Visualforce, REST API, SOQL, JavaScript, jQuery, CSS

Impact

- **44%** increase in lead volume

- **22%** improvement in lead conversion rate

- **25%** boost in overall sales productivity

- **60%** faster marketing campaign deployment

- Real-time visibility into sales performance through live dashboards

- Improved collaboration and customer experience through system integrations