Leading Real Estate Tech (Global)

Discover how a global real estate leader transformed data operations with Alt Digital Technologies through Salesforce CRM Analytics, real-time processing, and custom LWCs—driving smarter decisions and better customer engagement.

Industry	**Solution**	**Location**
Data Management & Visualization	Salesforce CRM Analytics Integration	USA

CLIENT OVERVIEW

A leading real estate service provider, leveraging the Salesforce platform to store, process, and derive valuable insights from their data using CRM Analytics. They empower data-driven decision-making and improve operational efficiency by presenting comprehensive charts and dashboards.

BUSINESS CHALLENGES

Massive Data Management
Handling data from 27 object types in JSON format every 5 minutes, requiring real-time processing.

Data Processing
Implementing Lightning Web Components (LWCs) in Experience Cloud to display real-time data enhances user engagement.

Data Transmission
Data is sent in 5-minute intervals from the Cascade backend in JSON format to Salesforce via web service.

Data Visualization
Employing CRM Analytics Recipes to transform and present data as dynamic charts and dashboards for informed decision-making.

Improved Customer Experience
Providing seamless data access through Experience Cloud with custom LWCs that offer an optimized, user-friendly interface.

BUSINESS SOLUTIONS

Real-Time Data Management
Our solution processes data from 27 object types in JSON format every 5 minutes, ensuring efficient real-time processing and data handling.

Interactive Data Visualization
Using CRM Analytics Recipes, data is transformed into dynamic, interactive charts and dashboards that empower decision-making.

Optimized Data Processing
Leveraging Queueable and Batch Apex, our system efficiently manages large datasets while maintaining high performance.

Enhanced User Experience
Custom Lightning Web Components (LWCs) in Experience Cloud provide real-time insights with an intuitive, engaging interface.

HIGHLIGHTS

- Seamless integration of Salesforce CRM Analytics for real-time data processing.
- Efficient handling of extensive datasets using Queueable and Batch Apex.
- Enhanced customer experience via custom Lightning Web Components.
- Advanced analytics that provide actionable, data-driven insights.