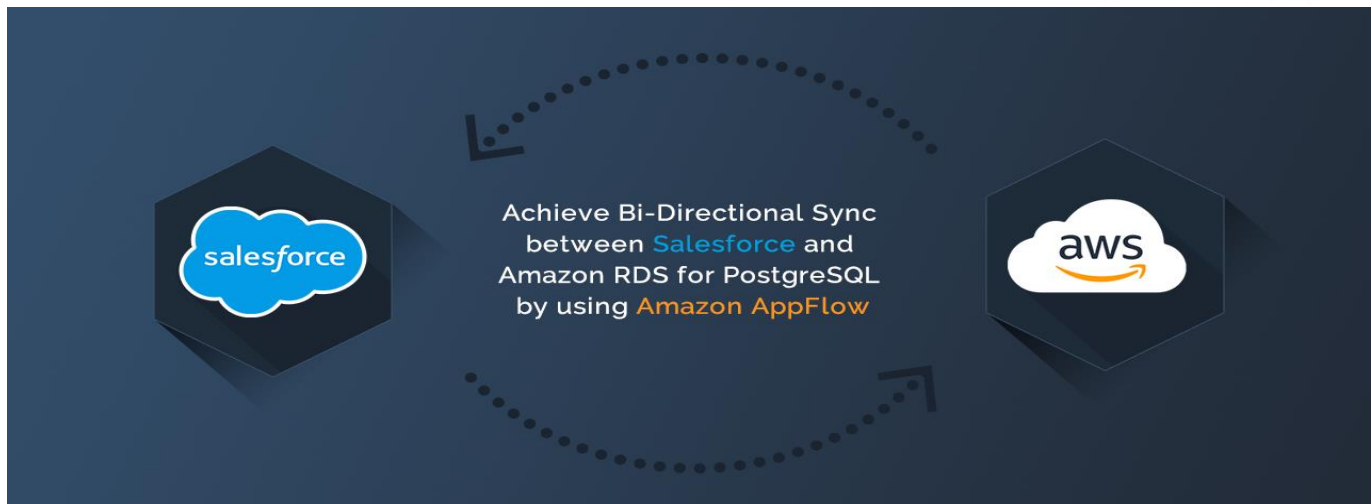


# Reduce Operational Costs and Achieve bi-directional sync between Salesforce and Amazon RDS using Amazon AppFlow



## ApplePie Capital

ApplePie Capital is a lending marketplace that provides a fresh new approach to franchise financing. The firm's franchise loan marketplace enables entrepreneurs to efficiently obtain financing to start or expand their franchise business. In short, APC funds franchise businesses across the U.S. APC does things a bit differently than an ordinary lender. They start by taking the time to learn about the business model and the unique needs of a franchisee then source an array of best fit financial solutions, from first time operators to multi-unit developers with complex ownership hierarchy.

The previous solution was based on Heroku Connect for data synchronization system. The main challenges faced while using a third-party tool for the bi-directional sync includes:

- Low ROI even for a few tables being synced
- No insights into the time when next sync will happen.

Trantor helped us build a custom alternative for a long-standing, expensive piece of our architecture that desperately needed to be replaced. Thanks to their innovative approach and vast knowledge, we are now running a secure, scalable, and cost-effective solution within the AWS network that meets both our technical and business needs. We acknowledge the amount of effort and careful planning that this took to accomplish, and are very satisfied with our experience with Trantor and the finished product.

**- Engineering and IT  
Manager**

## Business Problem

ApplePie Capital offers Loans and leverages Salesforce, along with their unique back-end PostgreSQL database - to track status, update lenders' details in real-time before a decision is made.

SaaS applications boast of microservices as a means to divide a monolithic architecture into easily manageable solutions. Sometimes these microservices have their own databases. To maintain data consistency across the system, we need to implement a data synchronization system between source and target data persistence

## Project Goal

To build a solution to eliminate synchronization limitation built in pricing and reduce the high cost associated with the usage of Heroku Connect. This data synchronization happens between Salesforce and PostgreSQL Database. The synchronization system should support the following features:

- Create, update, delete, undelete operation from Salesforce
- Update, delete operation from the Ruby on Rails Application
- Support field level synchronization

## Trantor Solution

Amazon AppFlow is a fully managed integration service that enables you to securely transfer data between SaaS and cloud applications like Salesforce, Marketo, Slack, and ServiceNow, and AWS services like Amazon S3 and Amazon Redshift, in just a few clicks. Trantor Inc has developed a solution using AppFlow to easily synchronize the data between Salesforce and Amazon RDS/PostgreSQL database in near real-time.

## AWS Service Used

- AWS Appflow
- AWS Lambda
- AWS EC2
- AWS RDS
- AWS WAL
- AWS CloudWatch

## Overall Outcome

- **30% Cost** reduction on third party tools like Heroku Connect and operational overhead

## Conclusion

The need for bi-directional syncing arises when there is a frequent change of data between the source and the destination, and the two sources should remain consistent and synced. The main highlight of the implementation was the use of Amazon AppFlow which helped us to seamlessly integrate with a SaaS application (Salesforce in our case) using an intuitive User Interface. AWS provided us the means to effectively and efficiently synchronize data between two different data sources with minimal complexity.

### Next Steps

If you want to discover more about Trantor Inc. Services,  
Please Contact [sales@trantorinc.com](mailto:sales@trantorinc.com)

## About Trantor

Trantor takes pride in delivering innovative technology solutions, enabling our clients to achieve their business objectives cost-effectively. With expertise in both cloud-based and traditional applications, we understand all the aspects and challenges of software development. We build long-term partnership with our customers by setting up dedicated CoE (Centre of Excellence), thereby enabling them to scale their business, reduce costs and continue to be innovative.

## Contact Us

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