

## Executive Summary

AJE GROUP, a Peruvian multinational company that was born in the city of Ayacucho, has been operating for more than 30 years with different brands of water products, nectars, juices and teas reaching more than 20 countries in the world, winning different awards and recognitions being Named "Ally of conservation" in 2019 for its line of natural drinks "BIO". In addition to being considered a sustainable and committed brand following the sustainable development goals numbers: 3, 11, 13 and 15 of the UN.

Morris & Opazo, an Advanced Consultant partner of Amazon Web Services (AWS), has been a reliable ally of Aje Group, knowing their needs and exchanging knowledge, with which, jointly, the success of the integration solution between Salesforce and the cloud, allowing you to demonstrate a value approach in CRM, expanding the exploration capacity of your data.

During the process, Morris & Opazo experts were available to provide advice and assistance to the AJE Group team using various services complying with a real synchronization between origin and destination.

## The problema

AJE GROUP had the need to migrate and consolidate data from 23 countries of different SQL Servers and Salesforce, as well as connect data sources, implementing a data replication solution to AWS that allows them to reduce storage costs.

## Proposed solution

The Amazon AppFlow service is used for fully managed integration from Salesforce to AWS.

### Migrating a Salesforce Object to AWS:

Solution built under various generic considerations that allow it to be used with any established Salesforce object that you want to replicate in the data warehouse (AWS Redshift), as long as you follow the established design considerations.

### Salesforce data source connection to another dataset in AWS Redshift:

In the solution already integrated with AWS Redshift, using another migration service, it is feasible to use another schema and migrate the salesforce objects to that schema, with the aim of exploiting that data by making queries or creating additional processes that can cross the information. already contained in the data warehouse.



AJE GROUP es una multinacional de bebidas de origen peruano con presencia más de 20 países Latinoamérica, Asia y África.

Con más de 30 años de experiencia, es considerada una de las multinacionales más grandes en el mundo.

AJE GROUP cuenta con un portafolio global de más de 10 marcas como Bio, Cielo, Pulp, Free Tea, Cifrut, Sporade, BIG Cola y Volt en más de 8 categorías.

## Benefits

### Agility

Greater agility and speed for compute and storage deployments, and reduced associated costs.

### Flexibility

Infrastructure on demand that allows rapid experimentation and interaction.

### Operational monitoring

Delivery of elements and tools for the management and control of the solution. The data warehouse that was created is used for BI topics

### Important features at a low cost

The serverless solution allows AJE GROUP to have a pay-per-use scheme thanks to the benefit of migrating to the cloud

### Technologies used

The services used by this solution allow working under the Good Architecture Framework of AWS, which describes the key concepts for designing and running workloads in the cloud.



AWS Lambda



AWS Glue



AWS Redshift



Amazon DynamoDB



Step Functions



AWS Cloudwatch



Amazon Appflow

## About Morris & Opazo

Morris & Opazo is an advanced consulting partner of AWS in the data and analytics competition, with clients in Chile and the rest of the Americas. It works with public and private clients, leveraging big data analytics and cloud resources to deliver enhanced business solutions. Your talent is your most valuable resource, expanding technical knowledge with your clients and staying at the forefront of innovation to help extract the most from available technology.



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