

SUCCESS STORY

Asure Software- Enterprise Services



CHALLENGE

Asure Software, a leader in cloud-based human capital management (HCM) solutions, faced significant obstacles as they worked to scale their operations and improve efficiency. Their journey began with a legacy tech stack burdened by technical debt. Despite rapid growth, Asure's systems could not keep pace, creating challenges in their sales processes and data management. Sales teams spent too much time on manual processes, and poor data quality led to errors, which slowed decision-making. Asure was also encountering scalability issues within their Salesforce Sales Cloud, and their application integrations were fragmented. The core challenge was clear: How could Asure streamline their operations, improve data quality, and create a scalable platform to support future growth?

SOLUTIONS

To address these challenges, a comprehensive solution was implemented. The first step involved data cleansing and enrichment to improve data integrity. Along with this, a new, outcome-based sales process was designed to cater to different market segments, making it easier to manage leads, opportunities, and forecasting. A revamped customer community portal was also introduced, offering better self-service options to users and reducing case deflection. Next, to improve the user experience, the team developed a seamless WebUI using VueJS, while optimizing backend APIs to enhance integration with AsureIdentity, their user management system. This resulted in an intuitive dashboard and real-time job status updates. To tackle the growing strain on databases, AWS Glue Jobs and Spark in-memory data frames were employed for real-time data transformations, reducing the load on databases. SQLAlchemy was also used to optimize database-level operations, ensuring scalability without sacrificing performance.

Asure Software is a company that provides cloud-based software solutions for human capital management (HCM). Their platform offers tools for payroll, time and attendance, HR management, and workforce scheduling, designed to help businesses streamline their HR processes and improve overall efficiency. Asure Software aims to support organizations of all sizes in managing their workforce more effectively, enhancing productivity, and ensuring compliance with regulatory requirements. By delivering comprehensive and integrated HCM solutions, Asure Software helps businesses optimize their human resource functions and drive growth.

Austin, TX
500-1000 Employees
Human Resource, Payroll

AT A GLANCE

Benefits

- Built a modern GTM engine on Salesforce, improving data integrity, automation, and speed to market.
- Delivered a production-ready integration portal with seamless login, intuitive dashboards, and streamlined job management.

Challenges

- Legacy systems with poor data quality, manual processes, and limited scalability due to fragmented integrations.
- Fragmented architecture and disconnected systems caused inefficiencies in APIs, UI, and identity management.

Lastly, to automate the integration of various systems, Workato was utilized to migrate data from legacy systems like MS Dynamics and Bureaulink to Salesforce. This was accompanied by integrations with platforms such as NetSuite, AWS S3, PandaDoc, and SharePoint, which streamlined data flow and eliminated manual processes.

RESULTS

The results of these efforts were transformative. Asure's sales teams were able to focus more on closing deals rather than wrestling with manual tasks. Data integrity improved, and the seamless integration between systems facilitated more accurate decision-making and forecasting. A Customer 360 view was established using Salesforce best practices, which helped make sales and service operations more predictable and scalable. The new Asure Work Integration Portal, offering enhanced tracking and job status management, improved operational efficiency and laid the foundation for future enhancements. The new data engineering solution significantly reduced database strain, enabling real-time processing of complex data transformations, allowing Asure to handle increasing data volumes without performance bottlenecks. Additionally, with the seamless integration of systems like Salesforce, NetSuite, AWS S3, PandaDoc, and SharePoint, Asure was able to automate processes such as syncing usage and subscription data and transferring documents for digital signatures, greatly reducing errors and boosting efficiency.

SERVICE PROVIDED

- Salesforce Sales Cloud
- Microsoft Dynamics
- NetSuite
- PandaDoc
- Workato
- SharePoint
- AWS S3
- Bureaulink
- Enterprise Development Partner
- Mergers & Acquisitions
- Systems Transformation



"Pandu and team are the ultimate resource for us to leverage as an organization. Their ability to help us align established Salesforce best practices in a manner that supports our business needs has been critical in helping us scale and deliver an ideal CRM experience to our users."

Lucas Tennant
President of Sales Operations
Asure

ABOUT STREAMFORCE SOLUTIONS

At StreamForce Solutions, we empower organizations to achieve growth through innovative technology solutions and expert guidance. Our team of digital transformation specialists has extensive experience across various sectors, including SaaS, High-tech, Private Equity, Education, Healthcare, Manufacturing, Finance, HR & Payroll, Retail, and Automotive.

We deliver tailored solutions to meet unique client challenges, focusing on value creation, business process standardization, systems optimization, and robust Go-to-Market tech stacks. Our services span engineering, cloud transformation, and product development, leveraging the latest technologies and frameworks, including Generative AI. We enable hyper-automation and provide strategic AI proof of concepts and labs to showcase value. With a global delivery model and over 120 certifications, we ensure top-quality service and support.

