ONTARIO SCIENCE CENTER

Customer Relationship Management Data Migration

On September 26, 1969, a radio signal from over 1.5 billion light-years away struck a circuit that raised the curtain at the Ontario Science Centre's official opening. As a gift to the people of Ontario to mark Canada's Centennial, the provincial government commissioned architect Raymond Moriyama in 1964 to design the Ontario Science Centre— one of the first interactive science museums in the world. The Science Centre has since welcomed more than 54 million visitors.

Today the Ontario Science Centre is one of Ontario's most significant cultural attractions, welcoming an estimated one million visitors each year, 20% from outside of Ontario, and 13% from outside of Canada. The Centre has 58,000 active members, hosts 165,000 Ontario students each year, 77,000 visitors annually through community access programs, and has become more than a destination. The Science Centre is a space where visitors of all ages can learn-through-play and discover ways to think like a scientist every day.

Guided by the belief that science, technology and innovation will help us shape a better future, the Ontario Science Centre continues to lead the way internationally with an incredible team of scientists, educators and exhibition creators who conceive, develop, design and build world-class exhibitions, award-winning educational programs and innovative science learning experiences.

Competing favourably in the public procurement process, the firm was selected to conduct a data migration project from the legacy customer relationship management (CRM) system, in use for the last 20 years, to Salesforce.

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Approach and Methodology

The CRM data migration project was designed to:

- Conduct a discovery phase to gather requirements and map precisely what is to be migrated, including data, fields, and objects; reports and dashboards; processes and workflows; web-to-lead forms; and integrations to other systems

- Conduct a gap analysis, in partnership with Centre leadership and staff, to determine the scope of work and if adjustments need to be built/designed in the new database

- Conduct a systems analysis on the Centre's legacy CRM to identify gaps and fields to be mapped from the legacy to the new database

- Modify fields as necessary

- Clean data to be migrated, including deleting duplicate and incomplete records

- Conduct project validation meetings with Centre leadership and staff

- Migrate a small sample of records from the legacy to the new database to ensure that the field mapping is successful

- Review the test migration to ensure that the sample data was migrated successfully

- Migrate the remaining data

- Spot check records after the full data migration is complete to ensure the success of the migration and review any changes that may need to be made

- Fully deploy to the appropriate Centre teams, according to the timeline agreed upon

- Train Centre leadership and staff as needed

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