

Protecting Veeva Data and Customization

Pharmaceutical Enterprise Known for Innovation

Implements business continuity for Veeva CRM with secure and validated backups.

This global pharmaceutical leader has a long history of technology-driven innovation, and Veeva built on Salesforce is a critical system of record leveraged in many areas of the business. The Veeva platform supports clinical trials and scientific engagements to improve the overall patient experience while driving sales force effectiveness. The multiple Veeva implementations are segmented by therapeutic area and geographical region, leading to a customized data model with millions of records. CapStorm protects this enterprise's Veeva and Salesforce investment by enabling secure backup and recovery of Veeva CRM.

Industry

> Healthcare

Company Size

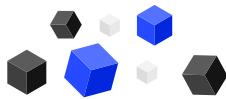
> 50,000+

Specialities

- > Analytics
- > Technology
- > Research & Development

Tech Stack

- > AWS
- > Veeva
- > PostgreSQL
- > Salesforce



Problem

A multi-organization Veeva implementation required a compliant solution for backup and recovery.

The sensitive data stored in Veeva was critical to business operation, including data on clinical trial results. There was also a high volume of data and customization, so any implemented solution had to support incremental replication of records as well as automatically account for any data structure changes. As a final complexity, this enterprise desired to validate the integrity of the backup in three key ways:

1. Data Validation
2. Restore Testing
3. Data Utilization



Solution

1. High-Frequency Veeva Backup

CapStorm enabled an incremental, high-frequency replication from Veeva CRM into an AWS-hosted relational database.

2. Veeva Snapshots and Analysis

In addition to a core data and metadata backup, the replication supported additional business objectives for data analysis, record archival, and record legal holds.

3. Veeva Data Recovery

A validated CRM backup is the first step toward a comprehensive business continuity strategy. The second step is a proven recovery strategy.



Outcome

CapStorm protected Veeva CRM data against ransomware, corruption, and deletion.

Core system backup and recovery was the primary objective. CapStorm also enabled Veeva CRM data for off platform, near real-time reporting. In depth data mining and consolidation enabled the business to achieve more accurate insights into their customer bases and improve forecasting. Lastly, improved developer efficiency coupled with disaster recovery preparedness ensured their data was protected.

