

Salesforce Data Visibility & Business Continuity for a Utility Enterprise

Fortune 500 Telecommunications Enterprise

Increased data visibility while ensuring data protection

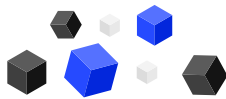
This international telecommunications company serves over 100 million subscribers, making this one of the nation's largest enterprises. With billions in annual revenue, the enterprise supports both businesses and consumers with industry-specific solutions for healthcare, retail, financial service, and manufacturing among others. Salesforce is the core CRM used by the business for both B2B and B2C sales, with a 10+ Salesforce production org implementation. CapStorm provides Salesforce data management for this enterprise, powering Salesforce backup and recovery, enterprise data sharing, sandbox seeding, metadata migration, and more.

Industry
> Energy & Utilities

Company Size
> 50,000 +

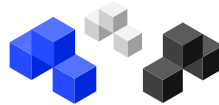
Specialities
> Technology
> Information
> Communication

Tech Stack
> AWS
> Salesforce
> SQL Server



Problem

The organization supports 10+ Salesforce production orgs, each with a custom structure to support specific business requirements. Additional Salesforce Orgs are also added frequently as a result of acquisitions and mergers. The enterprise needed a way to share data across the enterprise from each of these Salesforce implementations, protect Salesforce data with robust backups, and support development teams with sandbox seeding.



Solution

Salesforce data, metadata, and structure is incrementally replicated to relational databases hosted on AWS. This design allows the business to easily scale infrastructure as additional Salesforce Organizations are added. The business' Salesforce Center of Excellence (COE) found scaling was simplified by way of reusable configurations, scripted processes, and automated Salesforce data backup verification. All data was maintained with the enterprise's relational databases, and CapStorm is a no view provider, meaning the business maintained full control over data access and use. This empowered the business to share data internally, streamlining analytics with near real-time integration of Salesforce data into the global data fabric. This security aspect was critical to ensure Salesforce backup and recovery - ransomware protecting the business as a replica of Salesforce now existed outside of the Force.com platform.



Outcome

The enterprise increased data visibility with near real-time integration of Salesforce data into the global data fabric. In addition, the self-hosted nature of the solution reduced risk by keeping all data inside the company's own AWS databases. This also provided ransomware protection by ensuring a readily accessible replica of critical business data. Finally, the organization was able to centralize Salesforce operations for their 10+ Salesforce production environments for sandbox seeding, Salesforce data archival, and data retention.

