



Global Computer Tech Company Case Study

The Company Drives Salesforce Data Protection + Reuse in Unified Data Lake



Profile

The organization has raised the bar in everything from product excellence to customer support, which may be why the Fortune 50 company is one of the largest and most successful in the world. They're also one of the biggest users of Salesforce, with tens of thousands of employees relying on it to conduct business.

Company

Global Computer Tech Company

Industry

Technology

Deployment

Virtual Appliance - Custom

Challenge

Capturing high-fidelity Salesforce data for data protection in their data lake and making it quickly and reliably available for business teams to reuse.

Solution

GRAX provided an all-in-one solution for Salesforce app data backup, recovery, archive, and reuse in the company's own data lake.

Result

They turned robust backup data into a direct business facilitator while minimizing the load on Salesforce and eliminating the need for API access into the app.

Challenges

The amount of data this company generates and updates in the SaaS app is massive: more than 64M cases and 18M contacts, totaling about 2TB of data. And because that information is so critical, backing it up is also imperative. However, Salesforce, like many SaaS vendors, doesn't fully back up its customers' data, so customers must do it themselves.

They wanted a solution that could easily capture, restore, and archive its Salesforce data. And that wasn't all. They also needed an efficient, reliable way to reuse the backed-up data — data that's a treasure trove of information about what's happening in their business.

The company's employees reuse Salesforce data for analytics, fulfillment, support, and other purposes. About 50-60% of their use cases, like work order management and case management, require that data in near real-time. This hasn't been easy to deliver.

According to the company, they have a lot of people consuming Salesforce data directly via APIs. When searching 50-60 million records to get 100 records back, however, queries often time out. Plus, since they have to go through multiple hops to find, retrieve, backup the data and more, system performance takes a hit as does the overall experience of their internal data consumers.



How did GRAX change things?

Products



Backup & Restore

Backup, recover, and access all historical data inside of Salesforce.



Data Archive

Reduce app storage costs and improve performance without removing data from production.



Time Machine

Navigate changes in your Salesforce data over time.

Solution

The company wanted to capture high-fidelity Salesforce data in their own data lake and make it immediately available to internal stakeholders. After evaluating several backup vendors, they zeroed in on GRAX.

Unlike conventional products, which are limited to backup and restore, GRAX provides an all-in-one solution for SaaS app data backup, recovery, archive, and reuse — and lets customers own their own data. Uniquely designed with reuse in mind, GRAX makes it easy for businesses to make valuable SaaS backup data actionable, whenever and wherever it's needed.

With GRAX, they can capture up to every change in its Salesforce data. Backups are automatically streamed to the company's data lake, which serves as the primary, unified consumption point for reuse. By simply hitting "record" on its Salesforce data, they make it possible for people across the company to take advantage of the data downstream.

“GRAX makes it possible to ensure robust data protection while providing secure, high-fidelity backed up Salesforce data in near real-time to stakeholders across our company.”

Results

Preserves critical customer and sales data

Capturing data at ultra-high frequency provides the insurance the company requires and restore capabilities to enhance compliance. In the event of data loss in the Salesforce app, they don't have to worry about gaps. Its granular backed-up data resides in its own data lake and tells the complete story of all actions taken in the app.

Production data is readily and reliably available

By having users access production Salesforce data in its own data lake, the company eliminates the instability and performance issues inherent in SaaS API calls and limits. Queries reliably return results without timing out. They can also remove older data from the Salesforce app and archive it using GRAX. Doing so reduces the load on the app and delivers a better user experience.

SaaS backup data drives business value

The company has set the foundation for widespread Salesforce data reuse. For instance, the support team plans to leverage that backed-up data to enhance the 360° customer experience and agent performance, track recurring issues, and minimize dispatch repeat rates. Quick access to historical customer data will help agents reduce handle time and speed time-to-resolution. Up-to-date data, refreshed every 15-20 minutes per their SLA, will improve case escalation. In addition, data science, analytics, and product teams will be able to pull Salesforce data directly from the company's data lake at any time and integrate it with reports and other business systems to facilitate decision-making and business growth.



“GRAX has provided truly great support — we couldn't be more at ease knowing that team GRAX is taking care of everything so well for us.”

Technical Project Manager

About GRAX

Trusted by Global 100 Customers, GRAX is the new standard for how customers turn their SaaS app data into strategic value.

Get started

