

Odaseva protects Auchan's Salesforce data so Auchan can use Salesforce to its fullest potential

Challenge

Securing critical Salesforce data in 7 countries

Auchan is a French food retailer with 1,500 stores in Europe and North Africa. They are 12th largest retail food distributor and 35th largest employer in the world.

Auchan launched an ambitious project called the Customer Diamond Program in 2018 as part of their commitment to offer customers seamless shopping journeys. The goal of the Customer Diamond Program was to have a 360° view of Auchan's customers, a place where all information would be gathered and centralized.

As customer knowledge is a critical asset, Auchan chose to implement one common platform for all stores - Salesforce Service Cloud. Auchan deployed a local Salesforce Org in seven countries so they could adapt to each market's specific needs.

Protecting and securing this critical Salesforce data was key to the Customer Diamond Program's success. Risks to business continuity concerns included the threat of failed integrations when deploying Salesforce in a new country, accidental misconfigurations resulting in data loss, and slow data recovery processes. Auchan needed the right backup and restore solution to protect this data.

Why Odaseva

Proven to meet the requirements of global enterprises

At the group level, Auchan assessed the different Salesforce backup and restore solutions on the market. They required a platform that could handle very large data volumes, as some of Auchan's Salesforce Orgs have 3 terabytes of data and 10 terabytes of files.

"We found that Odaseva is the ideal partner for Auchan's backup and restore needs," says Laurent Petit, IT Director, Customer Experience at Auchan. "Odaseva is proven to meet the needs of global enterprises with very Large Data Volumes like us."

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Solution

Every Auchan Salesforce Org is now connected to Odaseva

Backup and Restore

- ✓ Restore Test Assistance
- ✓ Restore Readiness Audits
- ✓ Advanced Analytics
- ✓ Managed Backup Services

Supporting:

- ✓ 15,000 Users
- ✓ 30,000 new cases every month
- ✓ A customer database growing by more than 20% per year



Odaseva helps us reassure all business and IT teams in all countries about the continuity of our activities. If we lose data, we have proven that we can recover it quickly and accurately to avoid business interruption. Knowing that Odaseva has our data protected and secured for us means that we can focus on our vision of building a better, more empathetic customer experience.

—Laurent Petit, IT Director, Customer Experience at Auchan

Outcome

Auchan can focus on using Salesforce to its fullest potential

Every Salesforce Org is now connected to Odaseva. Auchan proves they can recover data by running regular audits to identify and resolve any potential restoration roadblocks.

But that's not all. "The Advanced Analytics that Odaseva provides is also a major benefit because we can see if we're approaching governor limits and we can anticipate what could cause performance issues for Salesforce," says Laurent.

Another benefit is Odaseva's ability to handle the complexity of multiple Salesforce Orgs. "Odaseva allows us to manage all Orgs in one place while keeping the right granularity to manage each Org separately," says Laurent.

"With Odaseva, we know that our data is protected against loss or corruption so we can focus on using Salesforce to its fullest potential."