

How Deutsche Glasfaser Mastered Salesforce Data Governance and Eliminated Bottlenecks with Odaseva

Deutsche Glasfaser is one of Germany's leading telecommunications providers, specializing in Fiber-to-the-Home (FTTH) networks for rural and suburban regions.

Salesforce Service Cloud supports customer interactions, and Salesforce Marketing Cloud generates promotional campaigns. These large and complex Salesforce environments hold tens of millions of records, hundreds of gigabytes of data, and terabytes of file storage.

To serve its growing customer base, maintaining a stable, secure, and compliant IT landscape is mission-critical.

The Challenge

In 2023, rapid organizational growth and decentralized administration led to data governance issues within Deutsche Glasfaser's Salesforce environment. With approximately 60 administrators granting access and insufficient processes to monitor data creation or storage consumption, the Org experienced uncontrolled data growth.

The tipping point occurred when high-volume marketing email campaigns pushed data storage past Salesforce limits. In December 2025, data storage usage surged to an unprecedented **683% of capacity**.

This severe storage bottleneck triggered operational and financial risks:

- ✓ **Data Protection & Compliance Risks:**
In the German telecommunications sector, companies must comply with strict statutory frameworks, including the Telecommunications Act (*Telekommunikationsgesetz* or TKG) and **GDPR**. Prior to partnering with Odaseva, backups were done manually, once a month.
- ✓ **Escalating Costs:**
Exceeded storage limits threatened to increase costs beyond allocated budget.
- ✓ **Stalled IT Releases:**
Deutsche Glasfaser operates on a three-week deployment cycle, but development and deployments were put on hold because there was no available storage capacity to build or test new capabilities.
- ✓ **Resource Constraints:**
The team lacked internal capacity, specialized knowledge, and bandwidth to build and manage an **enterprise data backup** and archiving solution in-house.

The company required a **Salesforce data archiving solution** that could reduce the amount of data that needed to be stored on the Salesforce platform, freeing up storage capacity to get deployments back on schedule, and avoiding storage cost increases.

Why Odaseva

When evaluating enterprise data security and management solutions, Odaseva stood out as the clear partner of choice for several key reasons:

Odaseva Expert Services & Accelerators

Deutsche Glasfaser needed more than just software, they required dedicated guidance.

Odaseva Expert Services provided hands-on accelerator support, guiding the team through architecture, job configuration, and long-term strategy.

"We chose Odaseva because of the expert services. It meant we would have someone to help us through the process, through implementing Odaseva, creating the jobs we needed, and walking us through everything. We didn't have the capacity to do it ourselves which would consume a lot of time, and we didn't have that time to dedicate. With Odaseva, we knew it would be very convenient to have someone accelerate and guide us through the whole process."



Charifa Bekali

Team Lead Competence Center at Deutsche Glasfaser

Industry-Leading Security and TKG/GDPR Compliance

Because customer trust is Deutsche Glasfaser's top priority, their internal data security team is heavily involved in vendor acquisition. Odaseva's Zero Trust security model and ISO compliance were pivotal to their decision to choose the platform. Odaseva's **specialized encryption layer** guarantees that customer data remains encrypted end-to-end and completely invisible to third parties, including Odaseva itself.

"Service and security were the two most important factors for us. Running Salesforce is one thing, but ensuring your customer data is secure is another. With Odaseva, we are sure the data is secure, encrypted, and not visible to anyone, not even Odaseva, which was a very strong point for us."

— **Charifa Bekali**

Out-of-the-Box Architecture

Odaseva's platform could automatically map complex parent-child object relationships within Salesforce, making it simple to construct targeted backup, **archiving**, and deletion jobs across intricate data structures without losing relational integrity.

The Outcome

By partnering with Odaseva and engaging Expert Services, Deutsche Glasfaser executed a comprehensive data governance and archiving strategy that rapidly stabilized its Salesforce landscape.

Storage Optimization and Cost Stabilization

Odaseva identified the specific objects responsible for the storage overload and established automated archiving and deletion pipelines. By offloading 31 million records of historic data while retaining full accessibility for operational and auditing needs, Deutsche Glasfaser dramatically reduced its Salesforce storage footprint and avoided purchasing more capacity.

Unblocked Innovation and Deployment Velocity

With storage consumption brought back well within limits, the IT team resumed its regular three-week deployment cycles with confidence. Deutsche Glasfaser regained the agility required to enhance customer service tools, rollout Marketing Cloud journeys, and support business expansion.

"The Odaseva Platform is very well structured. I can create data sets on my own and see the backup, archiving, and deletion jobs. Parent and child objects are visible, so everything is very well displayed in Odaseva which makes it easy for me to click through and see what I need to see like the connections between objects."

— **Charifa Bekali**

Automated Compliance and Peace of Mind

Deutsche Glasfaser complies with German TKG regulations and GDPR guidelines through automated backups, fast single-record recovery options, and strong encryption. Today, the system runs seamlessly in the background with minimal manual oversight required.

"I would recommend Odaseva because the service Odaseva provides is next-level. You always have someone to talk to, support provides answers really, really fast. With Odaseva we never have any issues, it's easy to manage, and we really appreciate the continuous improvement of their platform."

— **Charifa Bekali**