

Protecting Salesforce Data for France's Largest Private Winemaker

Challenge

Optimizing Salesforce data backups for efficiency and precision

The LGCF (Les Grands Chais de France) Group is the largest private wine maker in France, with 68 properties plus partnerships with wine-growers spread across the country. The Alsace-based group accounts for around one in every six bottles sold in international markets, with brands including Calvet and J.P. Chenet.

LGCF operates in a competitive global environment, where responding to customers swiftly is crucial especially when selling “the great wines.” Salesforce plays an important role in supporting field sales activities, customer orders, inventory updates and more. That’s why losing access to Salesforce data, even for a few hours, could potentially jeopardize customer satisfaction and sales operations.

Furthermore, around 200 LGCF sales people depend on Salesforce while in the field, necessitating real-time access to inventory. This makes Salesforce data even more critical for any disaster recovery plan.

To protect Salesforce data against these potential threats, Eric Demargne, CRM IT Manager at LGCF, identified Odaseva as the solution for managing backup and restore for the company’s entire Salesforce data model, metadata and files.



“No one provides backup services at the level Odaseva does. If your CRM is critical for you to work and if you have several departments using your CRM for different activities, then you need Odaseva.”

—Eric Demargne, IT Manager CRM - Marketing - eCommerce.

Why Odaseva

The most advanced solution for securing critical Salesforce data

LGCF chose Odaseva because it was the most advanced provider on the market, had a strong reputation, and delivered on many critically important factors including:

Ability to restore Salesforce data quickly and precisely

LGCF can selectively restore only the necessary portions of the data model using Odaseva, allowing for a more targeted and efficient recovery process.

Odaseva's Expert Services Helps LGCF Secure and Manage Salesforce Data

With each new feature they implemented, LGCF had greater confidence that if there were any issues with Salesforce data, Odaseva could recover all of it quickly and with precision.

Seed sandboxes regardless of complexity

LGCF seeds sandboxes with data that's very similar to production data which helps ensure that testing processes are accurate, but this introduces complexity because production data is subject to many triggers and frequent updates.

That's why LGCF chose Odaseva Sandbox Seeding, an extensive solution that enables LGCF to populate developer environments with realistic datasets based on actual production data. This ensures that the dev teams are testing code on fresh and relevant data and reduces the risk of the code not working the same in production environments.

With a Sandbox Seeding solution that can accommodate this complexity, Odaseva helps LGCF simulate operations on the dev environment, allowing developers to monitor the flow end-to-end including on iPads used in the field.

Collaboration in defining solutions

LGCF maximizes Odaseva's services to bring more value to their business. This involves working closely with the Odaseva Expert Services team to define solutions based on Odaseva's expertise and LGCF's business needs.

Solution

Salesforce data protection with:

Backup and Restore

Expert Services

Data Automation

 Sandbox Seeding



Odaseva backs up **350.7 GB** of data across 2400 objects



Backups run every 4 hours, **daily, and weekly**



Odaseva protects **173.3 million records** for the company, while using near 0% of their BULK API calls and 2% of available REST API calls

Outcome

LGCF can focus on making and selling the best wines, while Odaseva secures their Salesforce data.

Odaseva offers seamless sales continuity minimizing the likelihood of disruptions. In the event of any changes, the ability to revert to the initial state with excellent Recovery Time Objective (RTO) and Recovery Point Objective (RPO) is crucial. By providing this security, LGCF can concentrate on their core priorities, which is focusing on making and selling the best quality wines and spirits.