Odaseva Protects Michelin's Salesforce Data at Scale

Challenge

Protecting mission-critical data while ensuring data privacy

Michelin, one of the largest and most well-known tire companies in the world, operates on a massive scale, with over 23,000 employees across 34 manufacturing plants. Michelin's expertise extends beyond tire manufacturing, encompassing a diverse array of offerings, including digital services, maps, guides, and advanced materials serving various industries.

Michelin has 8,000 internal users, 100,000 B2B customers, and more than one million customer identities, making it one of the largest Salesforce deployments worldwide. This substantial operation results in significant data volumes of 800 GB of records, 7,000 Salesforce objects, and 3.3 TB of files.

To protect the company's mission-critical Salesforce data as well as ensure data privacy at scale, Michelin sought a trusted backup and restore partner.

Why Odaseva

Odaseva enhances Michelin's Salesforce partnership and ENGAGE initiative

Since Michelin has a strong partnership with Salesforce, they looked for a partner that shared the same values. Odaseva, as a no-view provider, and with the ability to handle Large Data Volumes, was the perfect fit for Michelin's enterprise needs. Offering security, scale, and control, Odaseva complemented Michelin's strong partnership with Salesforce, as both Odaseva and Salesforce share the same values that Michelin upholds.

Additionally, Michelin benefits from Odaseva for their ENGAGE initiative, a CRM initiative built on the Salesforce platform. The initiative aims at fostering customer-centricity by creating a digitalized and augmented ecosystem where customers, partners, and employees collaborate on a shared platform driven by data.

"Our Org is rich and specific," says Pierre-Alexandre Jancour, CRM Factory Director at Michelin. "Odaseva's solution gives us the control to configure based on our exact needs."

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Solution

A comprehensive data protection solution

Backup and Restore

✓ High-frequency backups for critical data that reduces Michelin's RPO (Recovery Point Objective)

Services

✓ Managed Backup Services

Data Privacy

✓ Data Lifecycle Management

Data Compliance

✓ Sandbox Data Masking

Data Automation

✓ Sandbox Seeding

> " *We use multiple products from Odaseva's suite, of which the most important is backup and restore. We cannot afford to lose critical data for more than one hour. Odaseva's high frequency backups for critical objects are incredibly helpful because they reduce our recovery point objective.*

Deema Rahim
Global Chief Technology
Officer (CRM) at Michelin

Outcome

A partnership with an eye on the future

Odaseva helps Michelin protect their Salesforce data and ensure data privacy at scale, thanks to Odaseva's Managed Backup Services that's backed by a team of expert support not only in technical matters but also compliance aspects. Michelin values its partnership with Odaseva and intends to continue leveraging the platform's capabilities for shaping future data strategy and policies.