CUSTOMER STORY

odaseva

Modernizing Data Foundations for a Luxury Retail Leader

Operating across premium brands and international markets, this company sought to support increasingly sophisticated digital customer experiences while maintaining strong data governance and operational resilience.

To support digital experiences, the data infrastructure has evolved into a crucial asset for gathering deep personal insights and fostering tailored brand engagement. Consequently, the organization launched a significant overhaul of its data management framework, transitioning from isolated data protection systems toward a Zero Trust and sovereign foundation.

The Situation

A Legacy of Risk and Complexity

The group operates a complex Salesforce landscape consisting of multiple production Orgs and a sprawling network of sandboxes and development platforms.

However, the data protection foundations were lagging behind the group's ambitions, constrained by a generic backup and restore solution that struggled with several Salesforce-specific issues: overcoming data model complexity and governor limits, managing the massive volumes of data, complying with the latest data privacy and sovereignty regulations, and rectifying a lack of proven recovery procedures.

The Critical Event

Data Loss

A major data loss incident served as the critical turning point. During the subsequent restore procedure, the company found that the recoverability rate was less than 80%. The recovery tool was unable to correctly process the complex schema and custom integrity rules, leading to extensive validation errors and the creation of orphaned records. Crucially, the missing data included recent interactions with some of the brand's most valuable VIP clients. This failure underscored a profound realization: data protection was not merely a technical concern but a cornerstone for the company's data-driven transformation.

The Escalating Threat

Ransomware and VIP Targeting

Simultaneously, the company's CISO noted a surge in cyberattacks targeting Salesforce customers, which was especially pronounced within the luxury sector. These attacks didn't focus on highly sensitive information like credit cards or biometric data, but the intention was rather to steal and monetize more common personal data such as contact data, particularly that of VIP clientele, threatening the severe brand damage and erosion of customer trust that such a breach would inflict.

Recognizing the urgent necessity for enhanced data protection, the company required a highly secured solution to protect data and guarantee its survival against ransomware and outages, meeting the increasing demands for digital sovereignty.

The Solution

Building the Sovereign Data Vault

Together with Odaseva, the company architected a unified platform for data management and security, anchored across three critical pillars.

Pillar 1: High-Performance Resilience for Complex Schemas

By using **Odaseva Backup & Restore** to replace their legacy tool, the company could address the unique demands of Salesforce customer data, capable of capturing metadata, files, and data records with full referential integrity. By implementing high-frequency delta backups, the company reduced its RPO from days to minutes.

Together with the Odaseva service team, the company established regular and complete restore tests, ensuring that they could fully restore in minutes even the most complex objects to any point in time.

Pillar 2: Zero Trust Connectivity and No-View Security

To increase cyberthreat protection to a new level, the organization leveraged the no-view provider principle, ensuring that only the organization held the encryption keys through a Bring Your Own Key approach. They used Odaseva Zero Trust Connect (ZTC) to enforce data encryption not only for data at rest but also in transit between Salesforce and the Odaseva platform, guaranteeing end-to-end granular security.

Pillar 3: Privacy, Sovereignty and the Opt-In Clienteling Model

Since absolute discretion is the hallmark of a luxury experience, the company considers Privacy by Design a cornerstone of its data roadmap. By embedding proactive measures like data anonymization in sandboxes and enforcing strict retention policies, they ensure data minimization is a standard, not an afterthought.

The company is also considering Odaseva Data Encryption, establishing a highly secured vault to segregate their most sensitive VIP data, ensuring it remained isolated until a legitimate business need arose.

Through an "opt-in" principle within their clienteling applications, the company can unlock access to personal data only once the customer explicitly allows it as part of its personalized experience. Because the data is encrypted by default and can only be decrypted at specific customer touchpoints, it would also enhance control over potential cross-border data transfer, a requirement found in data privacy and sovereignty laws, such as GDPR in the European Union, CCPA in the United States, and China's PIPL.

Conclusion

Elevating Customer Care and Intimacy

For this leading luxury group, securing its data foundation is an ongoing journey to elevate data protection maturity. The group has engaged in this transformation anticipating that the need for precision personal data will only intensify in the Age of AI, where hyper-personalized service is the ultimate lever for brand differentiation. However, as AI capabilities accelerate, the parallel escalation of cyber risks necessitates a proactive and permanent increase in data resilience and sovereignty.

Now that clients are valuing memorable experiences, and not just luxury goods, customer data has become critical, and the reputation of a luxury institution is only as strong as its weakest data link. This commitment to data protection ensures that the digital savoir-faire is transmitted with the same care and integrity as its physical heritage.