Company	: iFood
Industry	: Foodtech
Location	: Brazil

iFood - the leader in online food delivery in Brazil is one of the most innovative food techs in the world. They are also present in Mexico, Colombia, and Argentina. iFood brings together several solutions that enable intelligence and improve the management of partner restaurants. iFood has more than 6.2 million monthly orders and 5.1 million active users. They also helped over a thousand restaurants to achieve a turnover of more than R $1 million in iFood. iFood has the participation of Movile - a global leader in mobile marketplaces - and Just EAT - the largest online ordering company in the world.

Problem Statement

iFood uses Salesforce Platform to offer their food delivery services to a huge number of customers spanned over multiple countries. Their biggest challenge was to deal with a large volume of customer data that includes emails, cases, and activities. Apart from the trial to manage their Salesforce data storage, there were other mighty challenges like customer data security, instant data accessibility, and effective data management.

As the largest Foodtech company, iFood has approximately 6.2 million monthly orders and 5.1 million active users. The data generated by emails, cases, activities were growing exponentially, and future predictions were showing that these numbers will increase even at a greater pace, as the company kept on adding new customers each day. One can imagine the volume of data being generated as only on weekends (Fri-Sun), iFood have on average 50,000 concurrent users, 250 servers being used, 300 searches per second and, at peak times, 50 requests per second. They were looking for a data archiving solution, which can archive their huge volume of data and reduce recurring data storage cost.

Sources of Salesforce Data Growth

Emails, Cases, Activities

Solution Offered

- We customized the application in order to best meet iFood's specific data archiving requirements.
- By periodically archiving data, DataArchiva reduced the recurring additional data storage cost along with operational and capital cost.
- As a 100% Salesforce native application, DataArchiva ensured highest customer data security with instant data accessibility.
- Smartly managed the language barrier as iFood's Salesforce Org was in Portuguese.
- A super-quick implementation (less than 4 weeks) ensuring uninterrupted business operations.
- By archiving historical data, DataArchiva relieves the storage space and the quantum of data used for everyday operations, as a result, this enhanced the overall application performance.
- DataArchiva offered an integrated view of the live data and the archived data without affecting user experience.

Customer Testimonial

Easy to use and find archived data!!

"Our biggest challenge was dealing with a lot of customer data which includes emails, cases, activities and we were concerned from the perspective of security, accessibility and data management. DataArchiva came to our rescue by not only providing a fantastic service in implementation, but we were pleasantly surprised by the agility of their support team. They went to the extent of customizing the application to meet our specific requirements. The other unique challenge we faced was the language barrier, as we are based out of Brazil and our Salesforce Org was in Portuguese. I am highly impressed by the DataArchiva's team in handling this obstacle so smoothly."

Kelly Karl

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