



An Australian Government Organization Strategically Archived their Historical Data & Improved the CRM Performance with DataArchiva

Challenges

- **Org Complexity:** Considering their nature of business and a wide range of service locations, our customer's Salesforce Org was extremely complex as the case objects had more than 800+ fields with 100+ record types.
- **Data growth from multiple sources:** This highly complex Salesforce system was generating a lot of data from multiple sources. However, a big chunk of their data growth was from status tracking, cases, and email messages.
- **Slower CRM performance:** As the volume of data reached around an alarming 1TB in size, it started impacting the performance by making it slow & negatively affecting productivity. This 1TB of data made their already complex Org more complicated.
- **Data search:** Because of the growing Org size, on-demand data search became a challenge and data deletion was not an option due to compliance and retention policies.

Solution

- We implemented the solution and initial data migration was performed ensuring uninterrupted business operations.
- With DataArchiva, our customer periodically archived all their old data including old status tracking records, cases, and email messages into the Big Objects.
- By periodically archiving unwanted data, DataArchiva reduced the recurring additional data storage costs and efficiently addressed performance issues.
- The solution offered an integrated view of the live data and archived data without affecting the user experience.
- Initial application training & support was provided.

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