

Customer Success Story



Company : Allied Investment Group
Industry : Real Estate
Location : Australia

"A must have app for every Salesforce Administrator. If you have consumed more than 80% of your data storage, then you need this app today. It truly saves 80-90% of your storage cost instantly."



Michael Bowling

About Our Client

Allied Investment Group (AIG) is a specialized property investment consulting firm offering wealth coaching, financing and investment structuring services. AIG customers grow their investments through executing proposed investment strategies. Customers have a wide range of property investment options, resulting in profitable returns, leading to a financially secure post-retirement life. In a nutshell, their clients require turn-key solutions for everything related to real estate investment planning and finance management.

Problem Statement

AIG utilizes Salesforce Pardot for their marketing automation. Pardot creates internal activities records for every transaction, resulting in a rapid growth of Salesforce data. In addition, other sources of data growth, such as emails, activities, tasks, events, accounts, cases, leads, etc. added to the data volume.

The data grew exponentially and as a growing business, the data is predicted to grow at a faster rate in the future. Additional Salesforce storage space was not a smart financial option due to the huge Salesforce storage costs. AIG was looking for an archiving solution, which could archive the data and offer them a cost-effective solution without affecting system performance.

Offered Solution

- DataArchiva with its innovative data archiving features best met Allied Investment Group's criteria based archiving while providing an integrated live & archived data environment.
- By periodically archiving the records (generated through Pardot), DataArchiva reduced the recurring data storage cost significantly.
- Data governance, security and compliance were retained at prevailing levels as the data is available as and when required for governance and compliance while following the prevailing security policies.
- Our client could access archived data just as viewing the live data without affecting user experience.
- Overall application performance was improved in a positive manner as the quantum of data used for everyday operations was reduced drastically due to near live archiving.



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