

## Customer Case Study

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The company is the market leader in manufacturing cars with full-fledged advancements in driver and passenger safety. The company runs its business in multiple countries, and recently has had to follow the latest updates in the China's compliance laws and data regulations, where they have devoted customers.

### Requirements

#### Data residency for Salesforce solution



- Premier compliance with the local data regulations and data processing requirements of the China Law on Personal Data (PIPL).
- Seamless integration of data residency services and record security into the sales management pipelines in Salesforce.

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### Solution

#### InCountry data residency for Salesforce solution was deployed



- Data records of Chinese customers are saved to the InCountry platform within the territory of the China.
- Personal data of Chinese citizens has been migrated to the InCountry platform and replicated records are stored in Salesforce, which meets requirements of the China Law on Personal Data (PIPL).
- No changes in infrastructure management and provision for the customer and minimal development expenses to integrate the InCountry Data Residency for Salesforce solution into the customer's existing business processes.

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### Result

#### Customer compliant with industry regulations and standards



- The solution guarantees full compliance with the china Law on Personal Data (PIPL) and lets our customer increase their revenue in the Chinese region without compromising their operation due to local data regulations.
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