

Customer Case Study

One of the largest retail company. The company operates across five continents and serves over 160 countries, which greatly diversifies the business landscape and makes the customer to consider all the potential risks for business operation in particular regions. That became one of the challenges that the customer encountered while running their business in the Russian Federation.

Requirements

Data residency for what is considered regulated data



- Developed and incorporated the full-fledged solution into Salesforce to preserve data compliance throughout all the stages of the lead management pipeline in Salesforce.
- Due to the Russian Federal Law on Personal Data (No. 152-FZ), original records with sensitive data of Russian citizens must be first saved on the territory of the Russian Federation, and only then this data can be copied to data stores in any other country.

Solution

InCountry for Salesforce solution was deployed



- The data distribution and localization of personal data of Russian citizens is performed according to the record's attribution to the Russian Federation.
- No changes in infrastructure management and provision for the customer and minimal development expenses on integrating the InCountry Data Residency for Salesforce solution into the existing business processes.

Result

Customer compliant with industry regulations and standards



- Eliminate all potential compliance risks before a customer lead transition to the next stage of sales.
- Significantly reducing expenses on development of a data store in the Russian Federation and avoid unexpected interruptions in business operation in the Russian market