

Auditing Company –
SaaS Data Privacy

„The auditing company
increased its win rate by
15% and its sales revenues
by 20% thanks to eperi.”

Customer
Case Study



Customer Case Study

Auditing Company - SaaS Data Privacy



- CRM data tokenization incl. account and opportunity information
- eperi as enabler for cloud activities globally



- 45% Increase in lead volume
- 15% Boost in win rate
- 20% Rise in sales revenues

” The eperi Gateway showed that all necessary CRM business processes are working seamlessly with the cloud protection solution, which enables our global sales and account teams to establish an efficient and compliant sales process across teams, countries and divisions. “

Customer

International Auditing Company

Problem

As an international auditing company with more than 300,000 employees, our customer implemented a global CRM solution based on Salesforce Sales Cloud for its **multiple subsidiaries and institutions**. When storing **customer** opportunity, contact and account information in the cloud, the only way to stay compliant globally with the various legal and industry standards is by using a **centralized** cloud data protection solution.

Solution

During the proof of concept phase, the eperi Gateway was implemented as the centralized **cloud data protection solution** for Salesforce Sales Cloud to pseudonymize all relevant CRM information at the client’s data center before the data was moved into the Salesforce cloud.

All relevant customer use cases **are supported** via the eperi Gateway for multiple Salesforce organizations and the international user base. With the eperi Gateway, the customer can even make sure that customer data is only readable in the corresponding country. From the global perspective, the required **privacy preserving analytics** is still available with no changes in Salesforce on pseudonymized data.