



Salesforce Extraction Services

Forensic & Litigation Consulting – Data & Analytics

As of 2023, more than 150,000 businesses use Salesforce (“SF”), which is the world’s leading cloud-based software provider. It accounts for nearly 22% of the Customer Relationship Management (“CRM”) market, which is more than its four leading competitors combined. As expected, an increasing number of client matters (including investigations, litigation, and operational projects) are likely to have clients with responsive data and documents residing in a SF installation, requiring unique extraction, analysis, and production.

FTI Consulting is a leading forensic and litigation consulting firm and has assisted a variety of clients in extracting, analyzing, redacting, and producing relevant SF data, either by itself or in association with other responsive company data. The combination of SF’s prevalence in the marketplace, flexibility in customization of objects and fields in installations, large number of underlying tables, and complexities in extracting data, have led clients to delayed productions or worse, unknowingly producing inaccurate partial extractions. Current and past clients have included Fortune 100 companies from many industries, including data industries such as financial services, telecommunications, travel and entertainment, pharmaceuticals and biotechnology.

FTI Consulting has worked with our clients analyzing Salesforce data across different types of matters. Specifically, we have extensive experience in defense of Telephone Consumer Protection Act (“TCPA”) class actions and matters associated with the Federal Trade Commission (“FTC”), Securities and Exchange Commission (“SEC”), Department of Justice (“DOJ”) and other regulatory bodies resulting from the dynamic regulatory landscape. Our team is highly skilled in the areas of Information Systems and e-Discovery, Customer Contact Analysis, Statistics, Class Identification, and developing proactive or responsive compliance programs. Our experts regularly perform analyses and provide expert witness testimony across a broad spectrum of claims.

Data Identification and Collection

FTI Consulting can provide clients and counsel with an understanding of the true scope of the problem early on by working to identify and collect relevant data from often disparate data sources. Our prior experience with SF extraction matters facilitates identifying the location and collection of responsive data within the voluminous number of SF objects if a targeted collection is desired, or we can assist in ensuring a full production is made of all SF objects and data. By rapidly targeting and analyzing a company's data, we create a holistic view of the potential data universe.

— OUR SERVICES

- Conduct collection & analysis of company data sources.
- Assist counsel with reviewing, redacting, and producing selected responsive records from selected SF objects.
- Extract records associated with SF Pardot for retention prior to client's upgrade to new SF instance.
- Identification and subsequent extraction of responsive records associated with custom SF objects used by the client.
- Review of previous extraction methodologies to validate procedures and / or identify potential issues.
- Assist counsel with a full SF extraction and production related to an ongoing Second Request.
- Provide client with linked reports tying structured metadata from Salesforce with relevant attachments on specific requests to allow for ease of review.

Data Normalization and Analysis

Our experience is that the majority of our clients' data sources exist in production instances only, with hundreds of millions of records and/or unstructured loose files. Each of these is likely to require its own strategy for extraction, migration, and transfer and loading in order to ensure accurate identification, and to enable analysis of case-specific issues such as consent and 'Do Not Call' violations.

Due to the myriad of SF objects that can be used by client processes, and how relevant information can be scattered across a multiple locations / records, if desired, FTI Consulting works with counsel to design linked reports tying structured metadata from SF with relevant attachments on specific requests to allow for ease of review.

Custom Applications for Counsel and Third-Party Review

Complex disputes typically involve multifaceted sets of transactions requiring sophisticated applications to simplify data interaction. Once the data has been collected, FTI Consulting leverages the most powerful platforms, coding languages, and technical tools to extract value from data and provide clarity by mapping mission-critical data sources.

FTI Consulting works with counsel to identify, analyze, review, and produce potentially responsive data in structured, logical formats.

Class Damages and Settlement Assistance

FTI Consulting commonly assists counsel in determining the overall class size and financial exposure, which includes modelling "what-if" scenarios to measure the impact of various legal positions.

FTI Consulting also provides expert consulting throughout the matter with respect to:

- Developing alternative exposure scenarios
- Rebutting expert reports and/or opinions
- In addition, FTI Consulting provides analytical support during settlement talks, including:
 - Quantifying the various settlement alternatives
 - Estimating expected claim rates

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