Six Reasons For Third-Party Salesforce Data Protection

Stay recoverable, stay productive with dedicated Salesforce data backup

The Salesforce Data Protection Imperative

Everyone needs data protection, especially Salesforce Cloud users who rely on the platform to house vital customer, business, and operational data. With data loss threats on the rise, there are a number of reasons to consider a dedicated solution to keep your Salesforce data safe and recoverable, while simplifying management of production orgs and sandbox environments.

Reason #1

You are responsible for protecting your data.

Like many cloud service providers, Salesforce follows a shared responsibility model – where customers are in charge of protecting their own application data. While Salesforce is responsible for protecting the underlying infrastructure and application, data protection is solely the customer's responsibility.

Reason #2

Native data tools are limited.

Salesforce Data Recovery Service, which is temporarily unavailable due to performance overhauls, offers basic (but limited) native capabilities. Data restores could cost $10k per export, can take up to 4 to 8 weeks to complete, and do not offer flexible restore options. Today's businesses require comprehensive, self-service, and rapid recovery options that mitigate data loss risk while eliminating downtime.

Reason #3

Data loss is unavoidable.

From ransomware attacks, to accidental deletion, to malicious insiders, no business or market is immune to data loss. Without proper protection, businesses can't insulate themselves from today's threats – leaving their valuable cloud data unrecoverable if lost or compromised.

Cybercrime
is up 400%1

Reason #4

Sandbox environments can get messy.

Testing doesn't always go as planned. From seeding, to updating data, to preserving relationship integrity, accurate development and testing requires pristine and relevant data sets. But maintaining sandbox environments manually is onerous and often slows development, testing, and validation processes.

Reason #5

Admins need to stay productive.

Administrators, architects, and developers require tools that make their lives easier. Whether granularly restoring records, populating sandbox environments, or protecting multiple production orgs, they need data protection that doesn't feel like a full-time job, along with the confidence to know their data is always secure, available, and recoverable.

Reason #6

Data corruption happens.

AppExchange is largely regarded as the largest SaaS app ecosystem, offering a broad set of ready-to-install solutions and services. And while these add-on solutions help customize Salesforce environments, they are a prevalent and leading cause of data loss across production orgs and sandbox environments.

> Users and admin errors lead to
> # 47%2 of SaaS data loss

Closing the Data Recovery Gap

Without integrated data recovery facilities, customers need robust dedicated protection that offers coverage for their critical Salesforce data. Here's how purpose-built solutions go beyond native capabilities:

Challenges of native capabilities

- ⚠ Data exposure to deletion and attack
- ⚠ Short-term replication via recycles bins
- ⚠ File accumulation increasing storage costs
- ⚠ Exports have limitations and are tedious
- ⚠ Manual controls for admins

Benefits of dedicated protection

- ✓ Air-gapped backups, preserve source data and copies
- ✓ Long-term retention without recycles bins limits
- ✓ Built-in storage for reduced TCO
- ✓ Inclusive coverage of complete or partial data sets
- ✓ Robust tools for recovery and data management

Sixty-three percent (63%)3

of successful attacks come from internal sources

Metallic® Salesforce Backup

From leaders you can trust, Metallic offers award-winning SaaS data protection. Built on industry-leading Commvault technologies and Microsoft Azure, Metallic delivers the best of comprehensive backup and recovery with ease and simplicity.

Reduce downtime, preserve and restore data, and seed and maintain sandbox environments all from a single interface
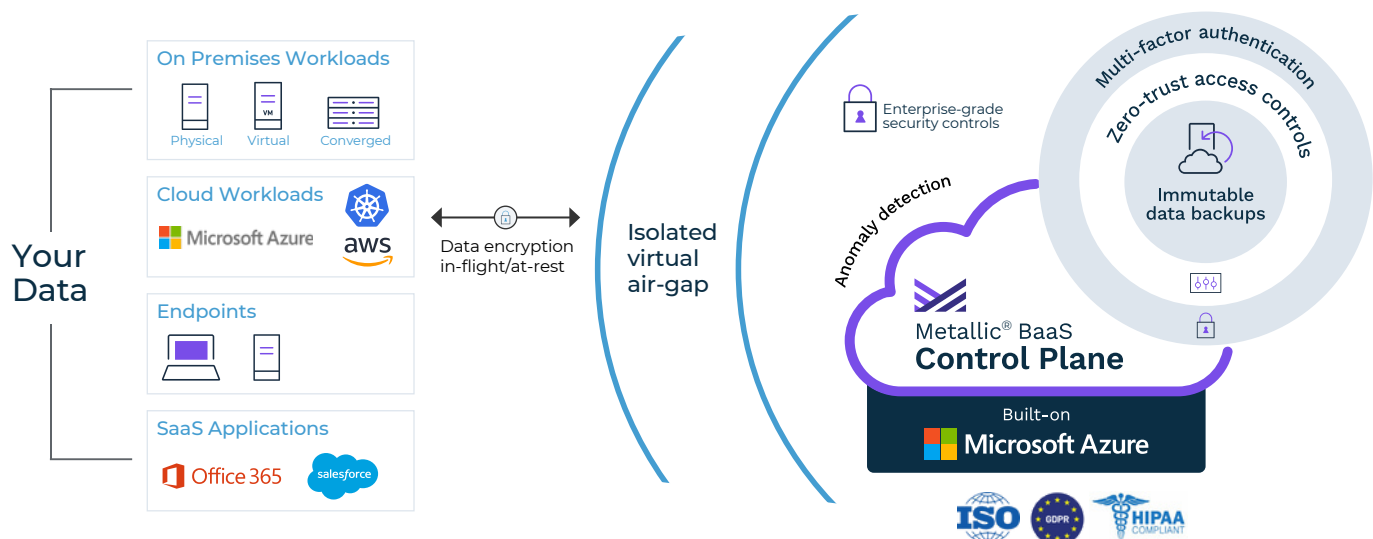
Leverage a hardened, multi-layered approach to security to prevent loss and ensure data is rapidly recoverable from deletion, corruption, or malicious attack

Comprehensively safeguard industry-proven production and sandbox environment with enterprise-grade scale and performance

Our Multi-layered Security Approach

A new and differentiated approach to Backup as a Service (BaaS)

Your Data

On Premises Workloads
- Physical
- Virtual
- Converged

Cloud Workloads
- Microsoft Azure
- aws

Endpoints

SaaS Applications
- Office 365
- salesforce

Data encryption in-flight/at-rest

Isolated virtual air-gap

Enterprise-grade security controls

Anomaly detection

Multi-factor authentication

Zero-trust access controls

Immutable data backups

Metallic® BaaS Control Plane

Built-on Microsoft Azure

ISO GDPR HIPAA COMPLIANT

Benefits of Metallic SaaS

Effortlessly backup and restore data at scale, without cumbersome exports or lengthy refresh windows.

Optimize operations
with automated backups and low-touch cloud resources

Mitigate risk
with hardened security controls, air-gapped backups, and zero-trust user access

Preserve content,
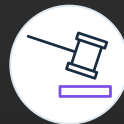relationships, files, custom objects, profiles, metadata, and more

Reduce costs
with unlimited Azure storage built-in

Leverage granular, version, and in-place
restore options for rapid recovery

Maintain compliance
and meet regulatory SLA requirements with unlimited data retention

Seed, replicate, and retain
sandbox environments for development and testing

DMP SA's Metallic Backup solutions include easy onboarding, ongoing monitoring and recovery supported by our team of data management experts with 24x7 in country support.

Next steps

Protecting Salesforce data and applications may seem overwhelming, but you don't have to do it alone. Metallic is here to help you every step of the way.

Contact DMP SA

- +27 (011) 475 6419
- sales@dm-p.co.za

Sources
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