

Enterprise-class data protection for Salesforce

Druva's 100% SaaS solution delivers complete protection for business-critical Salesforce data.

The challenge

As enterprises adopt software-as-a-service (SaaS) applications and move increasing amounts of data into the cloud, many fail to understand that data within these business-critical applications is just as susceptible to loss, theft, and malicious attack as data that's stored in the data center.

The common misconception is that SaaS applications protect their customers' data automatically. The truth is SaaS applications provide disaster recovery to protect themselves, but they don't provide these recovery services if a customer has a data loss incident. For applications like Salesforce, standard IT operations like backup and recovery are often overlooked.

In order to adequately address the data protection and governance gaps within Salesforce, organizations need to consider these challenges:

Accidental deletion and user error

More often than not, data is deleted by an employee, only for that same employee or their organization to later realize that it is still needed. For example, a collaborator might accidentally delete a shared project or you might delete a scrapped project, and then later learn it is starting up again. Information can also unknowingly be overwritten or corrupted by users and third-party apps.

Native backup and restore capabilities

SaaS cloud solutions are natively designed for productivity, not data restoration. With no native backup solution, the only backup you have for your organization's Salesforce data is via the Recycle Bin, which is automatically purged after a fixed period of time. Once emptied and deleted, your data is gone forever. This means it's essential to look for third-party backup and restore alternatives.

Addressing compliance regulations

Many organizations fail to understand that the cloud is just an extension of a user's operating environment. Data in the

Business challenges

- Risk of experiencing a sudden loss or corruption of data
- Reliance on manual weekly exports of Salesforce records via CSV files
- Complex manual restore processes which are time-consuming and unreliable
- Regulatory pressure to address data privacy requirements and avoid fines
- Growing threat of ransomware where critical data could be lost as a result of an attack

Key benefits

- Protect Salesforce data and metadata with reliable, automated daily backups
- Quickly recover Salesforce data and restore it to any specific point-in-time
- Easily protect data across standard, custom, and managed package objects
- Maintain compliant, secure off-site backups that can protect against ransomware

Cloud data protection for Salesforce



cloud is just as susceptible to loss, theft, or malicious attack as anywhere else. Enterprises are still responsible for managing data in the cloud, and failing to comply with rules and regulations can result in hefty fines and, worse yet, loss of reputation.

The solution

Druva helps some of the world's largest enterprises protect their investment in Salesforce and address the gaps in data protection and recoverability. Druva is an enterprise-class, 100% SaaS data protection platform that provides essential data backup, recovery, and resilience to ensure your Salesforce and other data is always protected, available, and clean.

How it works

For Salesforce administrators who want reliable, automated daily backups of their organization's data and related metadata, Druva offers a solution to ensure critical Salesforce data is safe from user error, which can easily be deployed via the Salesforce AppExchange.

With this agentless approach, Salesforce administrators can back up to the Druva Data Resiliency Cloud where it is encrypted and stored in Amazon S3 storage, providing an "air gap" from the local network. Druva provides complete Salesforce data protection to address both availability and compliance requirements by providing companies of all sizes with the protection and confidence they need.

The benefits

- **Automated daily backups** — Druva provides a daily automated backup (high frequency if required) to its pioneering, 100% SaaS platform, so your data is secure and easily available in the case of a natural disaster, cyber attack, or human error.
- **Minimal downtime** — Perform on-demand restores with just a few clicks. Maintain all relationships and compare different backup files to see the differences. No spreadsheets or scripts required.
- **Secure, air-gapped storage** — Maintain compliant, secure off-site backups that can protect against ransomware with multiple backups stored on the Druva cloud, powered by AWS.
- **Restoration to any point-in-time** — Choose from any point-in-time backup file from which to restore, and compare between different backup files to see the differences.

- **Data privacy, residency, and compliance** — Stay ahead of regulatory compliance requirements and protect access to sensitive information of all your business data.
- **Duplicate prevention** — Automatically matches Salesforce IDs to avoid creating duplicate records and minimize complexity.
- **Metadata toggling** — Automatically disable metadata like triggers, workflows, validation rules, and required fields to ensure more records can be restored.

Additional advantages of SaaS data protection

- **Solves the challenges** of data sprawl and siloed, multiple protection solutions
- **Easy to deploy and manage** — automated updates, web portal
- **Limitless dynamic scaling** up or down
- **Global dedupe** across entire enterprise
- **Truly immutable backups** — copied to three locations for redundancy
- **Provides much faster recoveries** from attacks or disasters with clean data
- **Provides AI/ML-based data insights** that deliver greater value
- **Reduces storage costs** and saves IT time
- **All-inclusive, simple consumption-based pricing** (one price for service and storage)

For more information

Learn how Druva can help you address the critical gaps by visiting our [Salesforce solution page](#).

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Druva is the industry's leading SaaS platform for data resiliency, and the only vendor to ensure data protection across the most common data risks backed by a \$10 million guarantee. Druva's innovative approach to backup and recovery has transformed how data is secured, protected and utilized by thousands of enterprises. The Druva Data Resiliency Cloud eliminates the need for costly hardware, software, and services through a simple, and agile cloud-native architecture that delivers unmatched security, availability and scale. Visit [druva.com](#) and follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).