

SaaS Backup

Complete protection for your Salesforce data



Introduction

Salesforce, widely known for its 'Customer Relationship Management (CRM)' solution, is a [market share leader](#) in the CRM space offering innovative solutions to 150,000+ customers. Salesforce's primary responsibility is to ensure cloud integrity, and not protection of data stored in its cloud. It is the organization's responsibility to protect data stored in the Salesforce cloud.

Responsibility includes accountability for data stored, classification of data, managing compliance requirements, securing, and protecting data, apart from other obligations required of data owners.

This responsibility applies to:

- ✓ Customers leveraging Salesforce services to support their business needs
- ✓ Managed Service Providers (MSPs) offering services to their customers
- ✓ IT Solution Providers or large MSPs serving multiple MSPs and customers

Common misconceptions when subscribing to SaaS offerings:

- 1. Assumption** - Salesforce safeguards data from ransomware attacks and data loss.
Reality - Protecting data from ransomware, malware, hackers, or malicious users is the organization's responsibility. Cyberattacks and data breaches can cause permanent data loss, crushing financial losses and irreparable damage to brand reputation, if data is not protected using a third-party backup system.
- 2. Assumption** - Salesforce items are backed up and can be recovered easily, so no need for a third-party backup.
Reality - Salesforce recoveries are costly and slow: complex use of tools, ~6-to-8-week recovery-time, costs ~ \$10K per restore and only full restores. This severely limits an organization's ability to meet their SLA and compliance goals, often requiring users to spend multiple hours, and money to get their data back. Protecting Salesforce data using a third-party backup is a must.
- 3. Assumption** - During an audit, Salesforce will have the needed data to support requirements.
Reality - Customers will need to support auditors or other officials with the needed data by being able to search, locate, and restore in case primary systems don't hold the data anymore. Legal action can be crippling; organizations never know when they'll need to produce emails or other documentation, so staying prepared is the only way to keep out of trouble.
- 4. Assumption** - Salesforce has in-built functions to help manage data integrity during updates, system integrations or similar activities.
Reality - System integrations, critical in nature for businesses, are often resource-intensive and last several days. It would be a failed project, despite consuming several hours and money, if found post-integration, that the data is inaccurate, and no backups exist to recover the right data.

Embrace a complete protection strategy to defend data against ransomware attacks, malicious users, corruptions, or others that can cause irreparable damage to the business

Arcserve SaaS Backup offers a **complete solution** to protect Salesforce data!

Backup Salesforce data using Arcserve SaaS Backup, that offers a simple, secure, and scalable solution for expanding environments.



Key Features

- **Easy setup** with automated backups in just a few clicks. Users just need to link a Salesforce tenant to the backup system, assign needed permissions and it is now ready to start protecting Salesforce data, in just a few minutes
- **Complete coverage** of all standard and custom objects that includes files, attachments, object metadata, and any other additional standard objects depending on the setup. The named objects below are protected by Arcserve SaaS Backup, including custom fields added to these objects
 - Account
 - Contacts
 - Leads
 - Opportunities
 - Activities
 - Notes
 - Cases
 - Campaigns
- **Most cost-effective solution** with a single price per seat that includes all SaaS data protection functionalities.
 - Unlimited retention of your backups through the life of your subscription
 - Limitless data storage in an online cloud tier, allowing fast access & restores
 - No additional charges for data traffic: ingress, egress or transaction fees
- **Universal restore view** gives a full overview of all backup sets. A search can be performed across all historical data sets to restore data that was deleted years ago or sometime in the recent past.
- **Ultra-fast search** allows users to quickly locate, securely preview and restore data. The secure preview feature makes it super easy to identify the right data that needs to be restored, eliminating multiple restore iterations.
- **Versatile restore options** to suit user needs. Terabytes of data or just a few objects to be restored– Arcserve SaaS Backup has it covered.
- **Secure by design** offering immutable backups of the cloud data, using a blockchain-based algorithm. Data is encrypted at rest and during transit. SSO can be easily setup, allowing Multi-Factor Authentication (MFA) to be added to a configured identity provider
- **Scalable** to meet growing enterprise demands with unlimited retention to comply with regional, industry or company policies. The solution can scale seamlessly across millions of users.
- **Available** data, storing four copies of the backups in at least two datacenters within the same region, guaranteeing data sovereignty.
- **Multi-Tenant** and Role-Based Access Control (RBAC) offer designable flows. Be it an MSP, managing multiple customers or a large corporation requiring better controls; multi-tenant & RBAC functions offer them.
- **Fully auditable** operations such as restores, downloads, GDPR compliance-support labels, and others are all recorded in an Audit log.

Arcserve SaaS Backup equips customers with a full spectrum of recovery options including an ultra-fast search capability, allowing restores of terabytes of data or granular object recovery. An unaltered copy of the data can be recovered to its original location without any hassles. Restore options include a direct in-place restore, secure preview, data download, shareable links, and others.

[Contact Arcserve](#) to find out more on how Arcserve SaaS Backup can help protect and recover critical business data, stored in Salesforce's cloud.

Take the Next Step

Find out more at arcserve.com
or contact us at info@arcserve.com
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About Arcserve

Arcserve, a global top 5 data protection vendor, provides the broadest set of best-in-class solutions to manage, protect and recover all data workloads, from SMB to enterprise and regardless of location or complexity. Arcserve solutions eliminate complexity while bringing best-in-class, cost-effective, agile, and massively scalable data protection and certainty across all data environments. This includes on-premises, cloud (including DRaaS, BaaS, and Cloud-to-Cloud), hyperconverged, and edge infrastructures. The company's nearly three decades of award-winning IP, plus a continuous focus on innovation, means that partners and customers, including MSPs, VARs, LARs, and end-users are assured of the fastest route to next-generation data workloads and infrastructures. A 100% channel-centric organization, Arcserve has a presence in over 150 countries, with 19,000 channel partners helping to protect 235,000 customers' critical data assets. Explore more at arcserve.com and follow @Arcserve on Twitter.

