Comprehensive Data Protection for Salesforce with SaaS Backup

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Salesforce announced that as of July 31, 2020,[1] it discontinued its Data Recovery service, a paid feature that allowed customers to recover their lost data. The company concluded the recovery time objective (RTO) and reliability of the service was not up to par with its high standards. Salesforce's suggested alternatives for customers are free, native backup options such as Data Loader, Data Export Service and Report Export or other third-party offerings with more comprehensive features and simple backups.

WHY IS THIS NEWS RELEVANT AND IMPORTANT?

Data on Salesforce is likely one of the most important assets for an organization, so backing up that data is crucial. Without backups, you may risk permanent loss of your data to threats such as:

- Accidental or malicious deletion by users.
- Data corruption.
- Malicious attacks such as ransomware.

In fact, an ESG report found that "1 in 3 organizations cite deletions, whether accidental or intentional, as a top cause of data loss for SaaS applications…and this is not the only cause, there are several others."[2] There are many factors to be aware of to prevent data loss, and more SaaS application users are realizing this truth. Gartner estimates that "By 2023, 40% of enterprise customers will implement third-party backup solutions to protect SaaS application data, up from 10% in 2019."[3]

MORE CRUCIAL REASONS TO GET BACKUP

In addition to the threats to your data listed above, there are other compelling reasons to consider implementing a SaaS data protection solution.

You need a data recovery strategy.

Salesforce recommends customers develop their own data recovery strategy: "Even with the best of intentions, users and administrators have been in situations where they have either deleted large amounts of data, or have modified records, only to later realize that a mistake was made. With tools like the Data Loader, it is very easy to mass delete or update records."[4] Although Salesforce does maintain a copy of customer data for cases like disaster recovery, it recommends customers look into other options such as third-party solutions. Salesforce does have native backup features, which we'll discuss later, but it admits many third-party options include more comprehensive features.[5]

Veritas SaaS Backup can provide complete, reliable data backups. We create an independent, accessible external copy of your data, which is stored on a highly secure cloud infrastructure. Furthermore, we deliver the granularity and control expected by enterprises— with only a few clicks. Recovery points are stored according to your retention policies, and you have flexibility around restores, including:

- Point-in-time restores.
- Restores at the record level with all related records and hierarchy intact.
- Delivery of restored data in various ways such as back to source and shareable links.

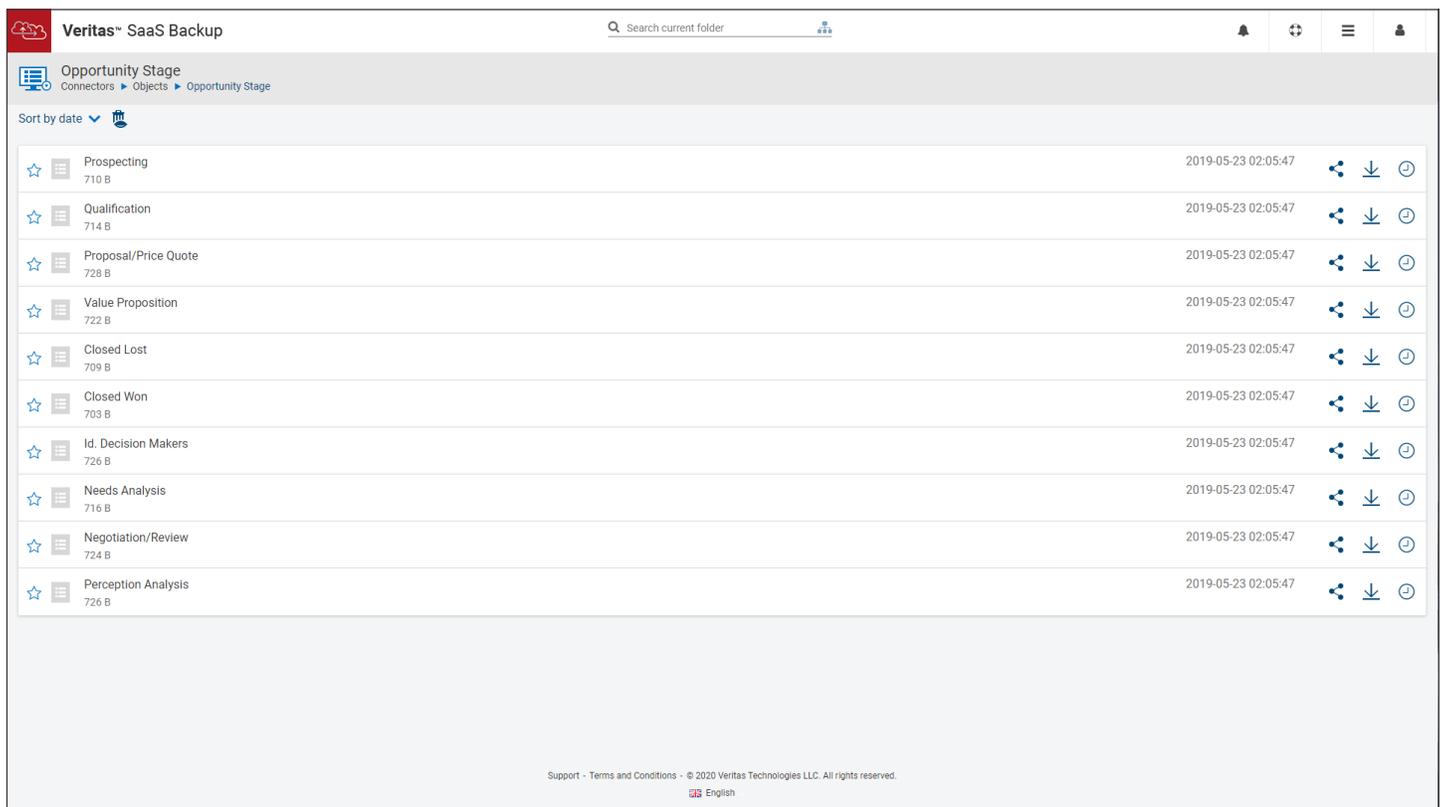**You want to avoid permanent data deletion.**

Leaving your data in the recycle bin risks permanent deletion. When you delete items on Salesforce, they are sent to the recycle bin and those items are indeed recoverable—for 15 days. Once those 15 days are over, those items are permanently deleted, and two weeks isn't much time to recover your data. For instance, a user can easily delete an item, confusing it for a different one, and realize it was the wrong item three weeks later, which would be too late. The recycle bin also has a size limit and once it's overloaded, items may be deleted before the 15-day retention period.

SaaS Backup gives you control over your data lifecycle. You can keep backup data according to your retention policies without running into artificial limitations because SaaS Backup comes with unlimited retention and unlimited storage.

You require comprehensive, easy-to-use features.

Salesforce native backup has limited and cumbersome features. There are several options to choose from—Data Export Service, Data Loader, Report Export, and the recycle bin. Except for the recycle bin, each of these options creates a CSV file output—which can make searching and restoring data difficult. Additionally, the CSV file is vulnerable to corruption or loss, making it an unreliable source of recovery.

Meanwhile, SaaS Backup has built-in automation so all you have to do is set it up—a two-minute, three-step process—and forget about it until you need to recover a lost file. Any backups, updates and status alerts are automated, and new users are automatically added, so the solution is completely scalable. And because looking for data on CSV files can be time-consuming and difficult, SaaS Backup offers extensive features that allow you to intuitively search through your data and restore that data back to its original location.

Veritas SaaS Backup interface

CONCLUSION

There are many threats to an organization's data, and although SaaS vendors provide best efforts to keep external influences at bay, organizations need to decide if those best efforts are enough for their data. Veritas SaaS Backup provides comprehensive SaaS data protection for Salesforce and other applications such as Office 365, Dynamics 365 and G Suite. With the discontinuation of the Salesforce Data Recovery service, which some organizations relied on as insurance, Salesforce users should investigate options to back up their data—per the advice of Salesforce itself. And with 87 percent of the Fortune Global 500 choosing Veritas for their data protection needs, you can rest assured that your business is in good hands.

Visit our website to learn more and get started protecting your Salesforce environment with our free trial.

1. https://help.salesforce.com/articleView?id=000352139&language=en_US&type=1&mode=1
2. Enterprise Strategy Group, Inc., "The SaaS Data Protection Disconnect," Christophe Bertrand and Bill Lundell, March 2020.
3. Gartner, Inc., "Streamline and Simplify Salesforce Backup and Recovery," Michael Hoeck, November 19, 2019.
4, 5. https://help.salesforce.com/articleView?id=000334121&language=en_US&type=1&mode=1

ABOUT VERITAS

Veritas Technologies is a global leader in data protection and availability. Over 80,000 customers—including 87 percent of the Fortune Global 500—rely on us to abstract IT complexity and simplify data management. The Veritas Enterprise Data Services Platform automates the protection and orchestrates the recovery of data everywhere it lives, ensures 24/7 availability of business-critical applications, and provides enterprises with the insights they need to comply with evolving data regulations. With a reputation for reliability at scale and a deployment model to fit any need, Veritas Enterprise Data Services Platform supports more than 800 different data sources, over 100 different operating systems, more than 1,400 storage targets, and more than 60 different cloud platforms. Learn more at www.veritas.com. Follow us on Twitter at @veritastechllc.

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