

PROTECTION FOR SALESFORCE DATA

The Challenge

As organizations turn to Software as a Service (SaaS) applications and move increasing amounts of data into the cloud, many fail to understand that data within these applications is just as susceptible to loss, theft, and malicious attack as data that's stored in the data center. And for applications like Salesforce, where the administration and development are not managed by the organization's own IT department, 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:

- **Ensuring always-on data availability** — Many organizations are not aware that the SLA provided by Salesforce only covers data loss if the provider is at fault (e.g., a service outage) and typically does not cover data lost due to accidental deletion, migration errors, data corruption, or malicious attacks. Salesforce provides a recovery service as a last resort, which will take a minimum of two weeks at a cost of \$10,000.
- **Meeting legal obligations** — If a business is in litigation and receives a discovery request from the court, they can face serious consequences if they fail to produce data that's stored on Salesforce. Legal teams within an organization must have immediate access to user data that may be critical for the defense of their case.
- **Addressing security and compliance regulations** — With privacy laws constantly changing, the regulatory environment is becoming more complex. For example, Sarbanes-Oxley, the Health Insurance Portability and Accountability Act (HIPAA), and new data-privacy regulations have forced businesses to drastically change how they capture, store, and secure data.

The Solution

Druva helps some of the world's largest organizations protect their investment in Salesforce and address the gaps in data protection and recoverability. Druva inSync is a cloud-native data management solution that provides an essential layer of data protection functionality, to ensure that Salesforce data is protected and available, in addition to endpoints and other SaaS applications.

How It Works

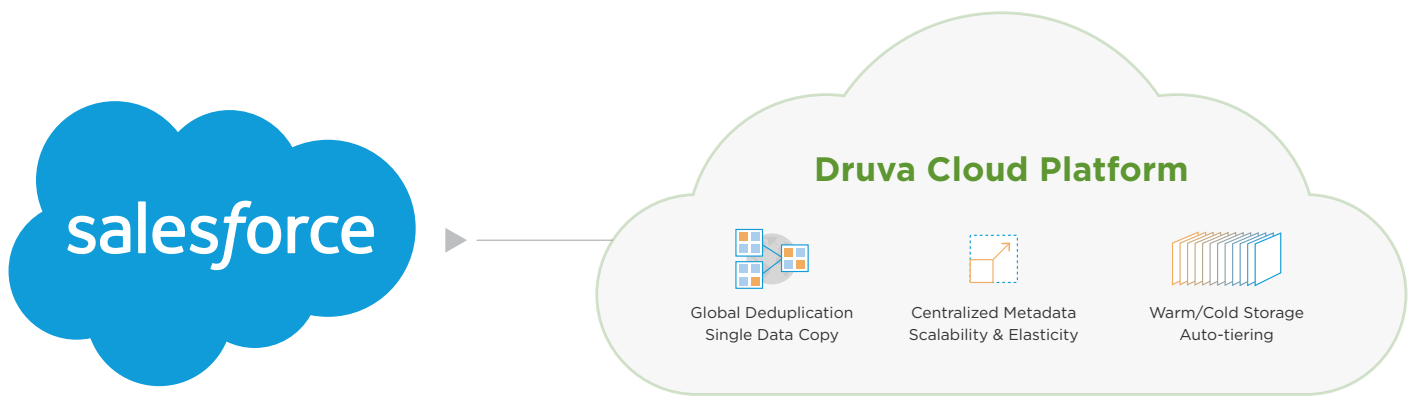
With Druva inSync, organizations regain control over their data, ensuring that it is protected, governed, and available on demand. Automated cloud-to-cloud backups provide Salesforce administrators with the data availability they require and ensure that IT teams can meet their organizations' obligations for data resiliency, retention and compliance. And all this is accomplished without putting any burden on local networks.

Business Challenge

- **Ensure always-on data availability** — The Salesforce SLA does not cover data lost due to accidental deletion, migration errors, data corruption, or malicious attacks.
- **Meet legal obligations** — Organizations need immediate access to user data during litigation.
- **Address security and compliance issues** — Ensure that data is managed and retained as required by policy and regulation.

Key Benefits

- **An integrated solution** for data backup, recoverability, and governance
- **Simplified, on-demand data availability, backup, and recovery** for Salesforce data and metadata
- **Aggregated end-user data** that resides on endpoints, in Salesforce, and/or in other cloud applications



The Benefits

Druva inSync automates Salesforce data-protection policies to address both availability and governance requirements by providing customers with the following:

- **An integrated solution** — Druva inSync delivers a single, integrated platform for data collection, recoverability, and governance to automate backup, archival, and governance capabilities across cloud applications and endpoints. This unified approach gives customers improved visibility and control of their organization's data.
- **Simplified protection and recovery** — Druva inSync protects data and metadata, performs quick restores, and takes point-in-time snapshots from Salesforce production and sandbox environments for data recovery.
- **Automated backup and retention** — Backups occur on a customizable schedule or manually at any time and via granular policy management, with the data being retained as long as the organization requires.
- **Compliance with industry and regional regulations** — Druva inSync offers its customers unlimited retention to store data as long as required and storage regions that are configurable for each site to meet regional data-privacy requirements.

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

About Druva

Druva is the global leader in Cloud Data Protection and Management, delivering the industry's first data management-as-a-service solution that aggregates data from endpoints, servers and cloud applications and leverages the public cloud to offer a single pane of glass to enable data protection, governance and intelligence—dramatically increasing the availability and visibility of business critical information, while reducing the risk, cost and complexity of managing and protecting it.

Druva's award-winning solutions intelligently collect data, and unify backup, disaster recovery, archival and governance capabilities onto a single, optimized data set. As the industry's fastest growing data protection provider, Druva is trusted by over 4,000 global organizations, and protects over 40 petabytes of data. Learn more at www.druva.com and join the conversation at twitter.com/druvainc.



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