



eBOOK

# Six reasons for third-party Salesforce data protection

Dedicated security and recoverability for your Cloud data

# Introduction

When it comes to the Salesforce Cloud, your users rely on it to house vital customer and organizational data. It fuels your operations and powers how work gets done. With data loss threats on the rise, today's businesses are turning to dedicated solutions to keep their Salesforce data safe, compliant, and recoverable—while simplifying management for admins.

#1

## **DATA PROTECTION IS ON YOU.**

Like most of the top cloud-delivered platforms, Salesforce follows a shared responsibility model—where customers are in charge of protecting their own application data. While Salesforce protects the underlying infrastructure and application, data protection is your business' responsibility. After all, it is your data!

#2

## **ROBUST TOOLS ARE NEEDED.**

While native tools help backup and restore data, most organizations require advanced tools and more comprehensive coverage. This includes long-term retention, robust recovery options, source-side data isolation from cyber threats, rapid at-scale restores, and more.

#3

## **DATA LOSS IS UNAVOIDABLE.**

From ransomware attacks and malicious insiders to accidental deletion and corruption, 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.

#4

## **SANDBOX ENVIRONMENTS ARE MESSY.**

Testing doesn't always go as planned. For accurate and effective development, users require pristine and relevant data sets. However seeding, masking, and maintaining sandbox environments manually is onerous and often slows development, testing, and validation processes.

#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 at once, they need data protection that simplifies their day-to-day — along with the confidence to know their data is always secure, available, and recoverable.

#6

### DATA CORRUPTION HAPPENS.

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

As cybercrime rises, **less than 23% of businesses** are confident in their ability to recover data.<sup>1</sup>



## CLOSING THE DATA RECOVERY GAP

Modern businesses need robust, dedicated protection of their critical Salesforce data. Here's how purpose-built solutions deliver comprehensive coverage of production orgs and sandbox environments:

### Benefits of dedicated protection

- Air-gapped, isolated data backups
- Long-term retention without recycle bins limits
- Built-in storage for reduced TCO
- Inclusive coverage of standard and custom datasets
- Robust tools for recovery and compliance
- Enhanced sandbox management

only 41% of companies back up their data daily<sup>2</sup>



## COMMVAULT® CLOUD, POWERED BY METALLIC® AI

From leaders you can trust, Commvault Cloud delivers award-winning security and protection for Salesforce data—proven to keep your business safe, compliant, and recoverable from threats. Minimize data exposure, drive visibility into threats, and respond with confidence using the industry's most advanced data resiliency platform. With broad coverage across data centers, clouds, SaaS apps, and more, the Commvault Cloud offers one platform to safeguard entire data estates, all from a single pane of glass.



Reduce downtime, preserve and restore data, seed and maintain sandboxes, and mitigate data loss—all from a single interface



Leverage a hardened, multi-layered approach to security, that activity defends data from internal and external attack



Proactively minimize risks, reduce overexposure, and see threats sooner with advanced AI and intelligence

## BENEFITS

Hassle-free protection so you can reduce cost and effort—without sacrificing security or performance.



Optimize operations with automated and high frequency backups



Preserve content with immutable and tamper-proof data copies



Compare and rapidly recover data with in-place and out-of-place restore options



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



Mitigate risk with data isolation, decoupled from source environments



Minimize cyber attacks with AI-powered detection, monitoring, and data defense



Maintain SLA compliance with unlimited storage and retention built-in

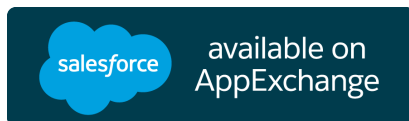


Protect it all with single-solution, multi-platform protection

## NEXT STEPS

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

Check out [our free trial](#) today.



1. ESG Research, Threatwise InstaPoll, Sept 2022  
2. Help Net Security, [While nearly 90% of companies are backing up data, only 41% do it daily](#), April, 2020

To learn more, visit [commvault.com](https://commvault.com)