Dell PowerProtect Backup Services

Achieve complete cyber resilience for your critical Salesforce data

Business Challenge

- 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 offsite backups that can protect against ransomware.

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 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 have disaster recovery to protect themselves, but don't provide these same recovery services if a customer has a data loss incident. For applications like Salesforce, standard IT operations like cyber resilience are often overlooked.

In order to adequately address the cyber resilience 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. After that, 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 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.

Dell PowerProtect Backup Services

Dell PowerProtect Backup Services helps some of the world's largest organizations protect their investment in Salesforce and address the gaps in cyber resilience and recoverability. Dell PowerProtect Backup Services is a cloud-native data management solution that provides an essential layer of cyber resilience functionality, to ensure that Salesforce data is protected and available.

How it works

For Salesforce administrators who want reliable, automated daily backups of their organization's data and related metadata, Dell PowerProtect Backup Services offers a solution to ensure critical Salesforce data is safe from user error, that can easily be deployed via the Salesforce AppExchange. With this agentless approach, Salesforce administrators can back up to the Dell PowerProtect Backup Services cloud platform where it is encrypted and stored in Amazon S3 storage, providing an "air gap" from the local network.

To give organization additional flexibility and control over Salesforce data, Salesforce archiver feature allows organizations to keep a large set of important data out of their production system for long-term retention. This feature is especially useful for data that is currently not in use and can help improve performance, reporting and record locking. Dell PowerProtect Backup Services provides complete Salesforce cyber resilience to address both availability and compliance requirements by providing customers with the following benefits.

The Benefits

Automated daily backups: Dell PowerProtect Backup Services provides daily automated backups (high frequency if required) to a secure platform for safe storage, so your data is secure and easily available in the case of an incident.

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 backups stored on the Dell PowerProtect Backup Services cloud platform.

Restoration to any point-in-time: Choose from any point-in-time backup file from which to restore from 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 match 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. Mission and business-critical applications deployed in public clouds require cloud-native methods to protect their data. Unfortunately, the level of native cyber resilience available in public clouds isn't sufficient, consistent nor designed to reign in sprawl.

Use a single tool to discover, orchestrate and automate the protection of AWS and Azure workloads via powerful tag-based policies and REST APIs. As a SaaS component of Data Manager, PowerProtect Cloud Snapshot Manager protects cloud-native workloads across multiple public clouds. This provides you with global visibility and control and enables you to gain insight into cyber resilience activities across your public cloud infrastructure.

Take the next step

Contact your Dell sales representative or authorized reseller to learn more about how PowerProtect Backup Services can benefit your organization.
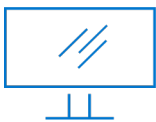
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