



KEEP YOUR CRM DATA SAFE AND ACCESSIBLE

SALESFORCE BACKUP

How To Protect against data loss and corruption while preserving customer trust

Salesforce Backup
Salesforce Backup protects against data loss by running automatic backups of your CRM data and safeguarding it within the Salesforce Trust boundary. It's more than just data protection—it's a promise of swift data restoration, top tier performance, and robust data resilience customers can expect from a Salesforce native solution.

Why Salesforce Backup?

- 1. Deploy Backups Effortlessly**
Easily set backup policies for your Salesforce data in an admin-first UI experience.
- 2. Securely Restore Data Quickly**
Minimize business disruption by restoring data with just a few clicks.
- 3. Monitor and Manage in Real-Time**
Stay updated on the backup and restore activities in your organization.



Evolving Data Protection Challenges
With the surge in AI adoption, your data transforms into an even more pivotal strategic asset, fueling vital business decisions. Safeguarding it against both internal mishaps and external threats becomes paramount in securing seamless business continuity and customer trust as your organization grows and evolves.

78% of CISOs report having 16 or more tools in their security portfolios.* This scattershot approach makes data hard to track, secure, and recover.

94% of organizations that experience a severe data loss never recover.

Use Cases

- Mitigate the Impact of Cyberattacks**
Allow organizations to restore data impacted by a security breach to a backup prior to the incident.
- Prevent Permanent Data Loss**
Protect against unexpected system and human errors by activating automatic daily backups of your Salesforce data.
- Ensure Seamless System Upgrades**
Regular backups provide peace of mind by enabling a restoration to a stable state in case of any issue arising during data changes.
- Meet Compliance and Legal Requirements**
Meet industry data regulation standards by securely storing data and ensuring its availability for audits or legal purposes.

*Gartner: Top Security and Risk Trends, 2021

Protect your enterprise against data loss and corruption.

Safeguard your CRM data against internal and external data threats with Salesforce Backup. Discover the power to:

- Seamlessly deploy backups for ultimate data protection.
- Swiftly and securely restore critical information.
- Prevent permanent data loss, keeping your business resilient and ensuring business continuity.