



EBOOK

Why You Need to Start Backing Up Your Salesforce Data...Now

Preparing for Disaster to Avoid Long-Term Consequences

INTRODUCTION

Your Salesforce data informs your day-to-day operations. It is the foundation of the services you can provide. A Salesforce system without this data is nothing more than a powerful application waiting for the fuel it needs to jump into action.

This data comes in many forms—customer information, system metadata, pre-programmed functionality that enables team members to perform necessary functions, and more. There are a variety of data sets that support your development projects as well as daily operations.

What happens when you lose access to your Salesforce data?

Data backups—and the ability to quickly and sufficiently recover this data—are important aspects of a complete data security strategy. However, it can be uncomfortable to think about worst-case scenarios which leads many to put these essential considerations off for a later date.

Any delay in establishing a data backup strategy leaves your company vulnerable to costly and catastrophic data loss events.

It is essential that any company without a backup strategy institutes one immediately. And even if you currently use data backups, are you sure you're seeing all potential benefits?

We'll explore these important aspects of why you need to back up your Salesforce data:

1. Cyberattacks Are Up
2. Mistakes Happen
3. Data Loss Is Expensive
4. Regulatory Compliance
5. Facilitate Data Archiving + Replication
6. Salesforce's Data Backup Has Flaws
7. Data Recovery is Not Optional

Cyberattacks Are Up



People and businesses became much more reliant on technology over the course of 2020 and into 2021. The prevalence of working from home and online ordering created the perfect atmosphere for cybercriminals to find new and more oppressive ways to breach security settings.

Large cyberattacks continually pop up in the news such as the Colonial Pipeline ransomware attack, which shut down a major US oil provider and cost the company \$4.4 million in a payment to their attackers.

But these attacks are not reserved strictly for large companies. Approximately 43% of cyberattacks are directed toward small to medium-sized businesses.

Experts expect the cost of cybercrime to grow \$10.5 trillion annually by 2025—a 15% year-over-year increase.

This goes to show that any business—regardless of size—needs to be prepared for a potential cyberattack. And a reliable and recent backup of your Salesforce data is an essential aspect of this.

HOW BACKUPS HELP

A recent backup of your Salesforce data isn't going to prevent a cyberattack. However, it will be an essential aspect of returning to normal operations after an attack occurs.

Many cyberattacks operate on the idea that stealing, corrupting, or locking you out of

your own system will encourage you to pay a ransom to get your own information. However, a recent data backup takes that angle away from cybercriminals. There's no need to pay a ransom for data you have stored in a separate location.

Mistakes Happen



Threats to your Salesforce system don't always come from outside your organization, and they aren't always malicious. Something as innocent as an accidental deletion can create a snowball effect that impacts your system as a whole.

Accidental deletions are the main source of data loss.

Humans aren't perfect. We have the tendency to glaze over a bit when we are working with large amounts of files. An attempt to clean up the data repository a bit can result in the deletion of an important file that impacts other areas of your Salesforce environment.

Team based coding environments are very susceptible to overwrites within the coding structure. Team members will need to go back and recreate the deleted lines of code if they are recognized as necessary to move the project forward. This results in lost time and wasted money.

Natural disasters, power outages, and software failures also account for large amounts of data loss. Human influence—whether intentional or not—doesn't necessarily need to be involved to create a data loss event.

HOW BACKUPS HELP

Even the best data security strategies will still be susceptible to data loss. There are simply too many potential causes to completely guard against it.

The only way you can be guaranteed to avoid time consuming and costly results from a data

loss event is to be able to quickly return to operations through the help of a recent data backup. Overwritten, lost, or corrupted data won't need to be reworked when you can simply restore it from a backup environment.

Data Loss Is Expensive



We've gone over the many scenarios that can result in data loss. But what happens after these losses?

There are a variety of potential causes for data loss which is what makes it so difficult to guard against. In fact, about 96% of companies will experience an outage of some sort over a three-year period. These events unfortunately impact companies of all sizes. Smaller companies are more prone to drastic effects as they don't have the ability to withstand the financial repercussions.

70% of small businesses that experience a data loss event will close within a year.

The financial effects of a data loss event will be determined by a variety of factors—how long your services are down, the amount of team member time it takes to return the system to operations, any fines or penalties your business faces by failing to meet government regulations, and so on.

Downtime from data loss can cost anywhere from \$8,000 an hour for a small company up to \$700,000 an hour for large enterprises.

HOW BACKUPS HELP

A current backup of your Salesforce environment will drastically reduce the amount of downtime your business experiences as a result of a data loss event. There are many metrics that can be used to customize your backup schedule depending on what's more important: retaining as much data as possible or returning to operations as quickly as possible.

These considerations will relate to your Recovery Time Objective (RTO) or your Recovery Point Objective (RPO). But no matter where you put your resources, a Salesforce data backup greatly reduces the overall cost of a data loss event.

Regulatory Compliance



The regulations that dictate the rules regarding your usage, storage, and protection of sensitive data will depend on your industry as well as your geographic location. Banking and healthcare companies will see the most attention from regulators, but many industries deal with sensitive information. The way this sensitive data is handled will need to be intentional and secure.

Some of the main regulations include:

- › General Data and Protection Regulation (GDPR)
- › California Consumer Privacy Act (CCPA)
- › Health Insurance Portability and Accountability Act (HIPAA)

These are by no means the only regulations out there regarding the protection and handling of sensitive data, but they are some of the more well-known examples. Some regulations define an amount of time data must be kept on file while others stipulate deletions as soon as the data is unnecessary. But either way, a strict control of how this information is stored is necessary for remaining compliant with the various regulations.

Failing to adhere to any applicable data security and handling regulations can result in fines and penalties, which only increase the already high cost of a data loss event.

HOW BACKUPS HELP

Security measures can be put in place to protect sensitive Salesforce data in your backup repository. This includes measures such as encryption, pseudonymization, and anonymization. These tools put another barrier between Personally Identifiable Information (PII) and any cybercriminals that gain access to your system.

Proper storage is a major component of adhering to government regulations, but so are timely deletions. A quality Salesforce data backup tool will have measures in place to identify and delete sensitive information when it is no longer needed to comply with stipulations such as the GDPR's "right to be forgotten" request.

Facilitate Data Archiving + Replication



Proper data management means you are prepared for various scenarios with their own needs and requirements. There is a large amount types of data and metadata. They are going to vary in their immediate relevance, need for protection, and use.

Handling and managing these varied types of data can bloat your system. Unnecessarily large data sets increase the burden on your system by requiring massive amounts of storage space.

This leads to longer processes for backing up your Salesforce environment as well as higher costs for more storage.

Or perhaps you're looking to migrate data from one Salesforce org to another. Manually moving large amounts of data can take a long time, distracting your team members from more pressing matters. This function can also expose sensitive data if protective measures aren't taken.

And while these particular issues might not seem like they are related to data backups, a powerful tool like AutoRABIT Vault will offer these essential data management functionalities alongside reliable backup and restore services.

HOW BACKUPS HELP

There are more features to a Salesforce backup tool than copying your system data and storing it in a secure location. Replicate is a useful function for moving system data to another Salesforce org, allowing users to set the exact data to target as well as the ability to mask sensitive information.

Data archiving is also possible. This is the process of identifying data that is no longer used, moving it out of the production system, and storing it in long term storage. This speeds along your backup efforts by reducing the amount of data in question.

Salesforce's Data Backup Has Flaws



There are many options for DevOps tools. A simple Google search will provide you with countless options to address your various needs. As we've seen, a secure and reliable backup of your Salesforce data is not something you can afford to skip. And simply seeking out the cheapest option isn't likely to address all your data management needs either.

Salesforce itself has recently reinstated its own data backup solution. And while this option might seem beneficial, there are a handful of downsides to their native option.

The most glaring omission in the Salesforce backup option is that they don't provide the infrastructure to restore your data after a data loss event. This leaves you either without a way to get your system back online, or with a need to source a separate recovery tool.

Aside from that, users have found the Salesforce backup option to be slow, reactive, and expensive. Backing up your data is essential. It's important to find a proper tool to address these needs.

HOW BACKUPS HELP

A dedicated backup and recovery tool for Salesforce ensures you receive all of the benefits you expect: security, compliance, reliability, and a quick return to operations after a data loss event. DevOps requires a strict attention to optimizing as many processes in your development pipeline as possible, and proper utilization of data backups are an important aspect of this.

However, DevOps offers many tools beyond data backup and recovery. The best way to streamline

your DevOps efforts and see the greatest returns is to utilize a full DevOps platform built specifically for Salesforce.

Salesforce itself might offer tools to assist with their platform, but this is not where they have spent much of their time and money. They operate the dev environment itself. Finding a DevOps platform to expand upon the capabilities of Salesforce is the best way to ensure you are seeing the greatest returns possible.

Data Recovery is Not Optional



Data disasters can come as a result of a variety of circumstances. And unfortunately, we can't completely guard against all of these scenarios. This is why we stress the importance of a recent and reliable Salesforce data backup.

However, having a backup of your system data is only one piece of a larger recovery strategy.

A backup of your Salesforce environment won't provide the intended benefits if you can't quickly and completely restore the data into your live environment. Every business is going to have their own set of needs and requirements. A blanket solution won't be able to address the specifics for every instance.

Data backups and recovery are two sides of the same effort that combine to save your company time and money after a data loss event. Downtime can cost up to \$11,600 every minute. A backup tool that can also quickly recover your information is essential to adequately navigating this situation.

HOW BACKUPS HELP

Do you place a higher importance on recovery the entirety of your Salesforce data? Or do you want to ensure you can return to base-level operations as quickly as possible? Considerations such as these will need to be configured in order to best address your specific needs after a data loss event.

A data backup and recovery tool guarantees a quick return to operations and the ability to remain in compliance with data governance regulations.

A full or partial restoration of your Salesforce data and metadata will facilitate continued access to important information. This allows your customers, clients, or users the ability to continue accessing your services despite the loss of the original versions of the data.

Backing up your data is an essential aspect of a data security strategy, but it is only the first piece of properly addressing these needs. Data recovery functionality completes the solution when a data loss event threatens your Salesforce data.

CONCLUSION

There are numerous actions and tools that can be used to optimize your DevOps efforts in Salesforce. Some of these actions and tools will reduce cost, speed along processes, and assist your team members in various ways. However, there are some tools that play a more important role.

Backing up your Salesforce data is an essential aspect of properly managing your system data.

Not only will it help your company should you experience a data loss event, but it can also shield you from paying costly fines and penalties if you are found to be out of compliance with government regulations.

Protecting yourself now will save you massive headaches in the future.

There are simply too many potential sources of data loss to guarantee complete security against all of them. Planning for a worst-case scenario ensures you are never caught off guard. A recent and reliable backup of your Salesforce data—along with the ability to quickly restore this data—will save you time and money when the unthinkable happens.



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ABOUT

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AutoRABIT is a Continuous Delivery suite for SaaS platforms. We automate and accelerate the entire application development and release process. This enables continuous integration and delivery by providing fast, simple, and secure end-to-end automation across all Salesforce implementations. We help enterprises achieve higher release velocity and faster time-to-market.

AutoRABIT provides automated Metadata Deployment, Version Controlling, Advanced Data Loading, Orgs and Sandbox management, Test Automation, and Reporting. Our services complement and extend Salesforce DX. AutoRABIT Vault—our backup and recovery solution—streamlines Salesforce data, simplifies data backup challenges, offers disaster recovery, and endpoint data protection on the Cloud. CodeScan provides full visibility into code health from the first line written through final deployment into production.

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