

5 reasons: why you need a third-party data protection solution for Salesforce backup

Many organizations assume incorrectly that Salesforce maintains redundant copies of their data — copies that are easily accessible and therefore have no need for additional protection. However, relying solely on Salesforce to safeguard your critical data should never be an option.

As your organization evaluates your Salesforce backup strategy, here are the top five reasons to consider for backing up and recovering your Salesforce data.



1. Users make mistakes

Salesforce automatically deletes records 15 days after they're sent to the recycle bin. Now consider how often people toss things they're sure they'll never need again. If they delete the wrong records and don't realize the mistake for several weeks, that data is gone.



2. Malicious users tamper with data

When an employee is angry or let go, who knows how they'll react? If they retaliate by deleting or corrupting Salesforce custom objects, restoring needed data may invoke substantial fees and take weeks.



3. Corrupted data cannot be resurrected

Salesforce offers some limited protection for accidentally deleted data. But a mishandled or corrupted bulk upload to Salesforce or a misconfigured integration could ruin the database that your organization has been carefully building for years.



4. Data imports can go wrong

Automation tools designed to update large numbers of records in a single operation are great — unless something goes wrong. A minor error like incorrect mapping can ultimately result in a large number of records containing the wrong values.



5. Lack of central visibility and data governance

Without a single access point for ensuring all compliance monitoring and GDPR requirements are managed effectively, your organization can face regulatory fines and penalties. A complete Salesforce backup and restore solution offers in-depth insights into Salesforce data management for compliance purposes.

Check out druva.com/solutions/salesforce/ to learn more about protecting your Salesforce data.

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