

# Backup and Recovery for Salesforce: No Data Loss, No Downtime.

## Can You Afford to Lose Salesforce Data?

For many companies, Salesforce is at the foundation of their business. It is an immensely powerful tool, customizable to fit business needs. As a dynamic platform with constantly changing records and fields via hundreds and thousands of user actions every minute, tons of data is generated in the Salesforce cloud. But where is the backup?

Would your business survive 6 to 8 weeks without access to your Salesforce data? This is how long data recovery with Salesforce takes. Salesforce data and metadata are business-critical. You need 24/7 data availability to secure your business uptime. And yet, we still hear customers asking: Why should we spend money on Salesforce backup – our data is already in the cloud? Let us tell you why:

## 4 Reasons Why Salesforce Needs Backup and Recovery:

### 1. Your Data Is Your Responsibility

The #1 misconception is that Salesforce backs up customer data. The reality is that Salesforce ensures the integrity of their cloud – you are responsible for backing up your data. Salesforce is not responsible for protecting your cloud data and has no obligation to recover it in case of data loss.



### 2. Salesforce Recovery Is Costly, Incomplete, and Slow

Native Salesforce backup features restrict recovery point objectives, lack automation, and require multiple tools. Using the Salesforce Data Recovery Service means:

- Only full recovery vs. partial
- Costs of \$10,000 per restore
- 6 to 8 weeks recovery duration
- No metadata included
- Lengthy CSV-file imports required

For you, this means limited ability to meet business SLAs and continuity.

### 3. Non-Compliant Audits Are Costly

During audits, you need to demonstrate the ability to search, find, and recover the requested data to comply with your obligations as a data controller. Losing data without a backup solution can accrue significant fines and costs.

#### 4. Losing Salesforce Data Is Inevitable

All companies will, at some point in time, suffer from Salesforce data loss. The #1 most feared is ransomware: **7 out of 10** cloud infrastructures are breached within a year. Add to this human error, which accounts for 73% of data loss, according to Aberdeen Group.

**60%** Of Small Companies Close Within 6 Months of Being Hacked  
[Cybersecurityventures.com](https://www.cybersecurityventures.com)

## Dedicated Backup and Recovery with Keepit for Salesforce

With Keepit for Salesforce, your data is always available, no matter what. You get comprehensive Salesforce data and metadata backup coverage. Easily find and restore data in-place, with or without related records, whenever you need it. No data loss means no downtime: You'll always be in control of your data.

### 6 Reasons for Choosing Keepit for Salesforce:



#### Comprehensive Data and Metadata Coverage

Keepit backs up all main standard and custom objects. We also cover files, attachments, and object metadata. Additional standard objects depend on your setup and API.



#### Snapshot & Versatile Restore

Your snapshots never expire: Restore any object from any point in time. Restore data in-place (including single or related objects and records), download directly, or create a secure, shareable link. The choice is yours.



#### Unlimited Storage, Archiving and Custom Retention

Scalable with no hidden costs means you never pay for additional storage - unlimited storage and archiving are included. Retention from a standard 12 months to 99 years.



#### Smart Search & File Previewer

The Smart Search identifies non-exact matches, providing results even for misspelled or partial searches. The File Previewer shows you the file, ensuring you always restore the right data.



#### Simple Setup & Automated Daily Backups

Get started with a few clicks. Just link your Salesforce tenant to start backing up - then automatically performed every 12 hours.



#### Tamper-Proof

Keepit employs unique Merkle tree, blockchain-like technology so your data stays immutable in transit and tamper-proof in storage. Keepit means top-tier security.