

PHENOMENA REPORT

State of Salesforce Data Backup

As businesses increasingly entrust their most valuable information to the Salesforce ecosystem, the need for robust Data Backup and Recovery solutions becomes paramount.

In an era where data reigns supreme and technological landscapes evolve at an unprecedented pace, the reliance on Salesforce as a critical hub for business operations has surged. Salesforce empowers organizations to manage customer relationships, streamline processes, and drive innovation.

However, the wealth of data and configurations stored within Salesforce is not immune to threats, be it data loss, system failures, or security breaches.

Welcome to "The State of Salesforce Data Backup and Recovery," an enlightening journey into the heart of a pivotal aspect of modern business technology.

In this thought leadership eBook, brought to you by Flosum, a trailblazing company at the intersection of DevOps, Data Backup and Recovery, and DevSecOps, we embark on a quest to understand the evolving landscape of Salesforce Data Backup and Recovery.

Our exploration takes us through the insights and perspectives of decision-makers, technical evaluators, and users who navigate the intricate realm of Salesforce.



WE SURVEYED A DIVERSE ARRAY OF PROFESSIONALS, RANGING FROM DIRECTORS OF INFORMATION, SECURITY, RISK AND COMPLIANCE TO SALESFORCE ARCHITECTS, SENIOR DEVELOPERS, SALESFORCE MANAGERS, AND SALESFORCE ADMINS.

55%

Users

31%

Technical Evaluators

15%

Decision Makers



Phenomena: State of Report

Our journey begins with fundamental questions that encapsulate the core concerns of Salesforce stakeholders. This section delves into the fundamental aspects of the market, providing insights into the current state of Salesforce data protection.

Adoption of Salesforce Backup and Recovery Solutions: A Market Perspective

To understand the landscape of data protection, it's crucial to examine the adoption of Salesforce backup and recovery solutions. Within the market, a substantial 67% of organizations have implemented Salesforce backup solutions. This statistic reflects the growing recognition of the imperative to protect data and configurations within the Salesforce ecosystem.

DO YOU CURRENTLY HAVE AN EXISTING SALESFORCE BACKUP SOLUTION ?



Confidence in Disaster Recovery Capabilities: A Market Sentiment

Building upon the foundation of data backup, we inquired about the confidence levels in organizations' Salesforce systems to restore data and settings in a disaster recovery scenario. Encouragingly, 75% of those with a backup solution expressed confidence in their system's ability for seamless data restoration. This sentiment underscores the importance of not only having a backup solution but also ensuring its efficacy in real-world crisis situations.

ARE YOU CONFIDENT IN YOUR ABILITY TO RECOVER FROM A BACKUP IN A DISASTER SCENARIO ?



Regular Testing of Backup Solutions: A Market Assessment

However, an intriguing observation emerged when we probed deeper into the proactive testing of these backup solutions. Only 56% of respondents indicated that they had conducted testing of their Salesforce backup and recovery solution within the past six months. This statistic raises a crucial point - while many organizations have taken the initial step of implementing a backup solution, ensuring its reliability through periodic testing is equally vital. Without proper validation, the effectiveness of these solutions remains uncertain.

HAVE YOU TESTED YOUR BACKUP SOLUTION IN THE LAST 6 MONTHS ?

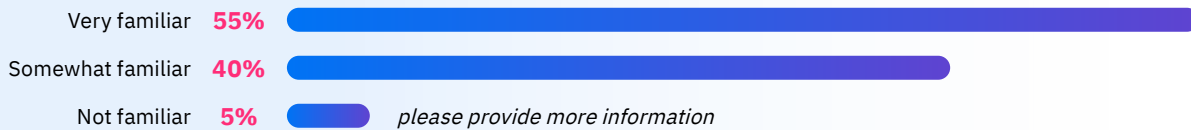




Understanding Shared Responsibility: A Market Awareness

A critical aspect of Salesforce data protection is understanding the shared responsibility model. We asked our respondents, "Are you aware that the responsibility of protecting data and configuration in your critical Salesforce orgs is shared between yourself and Salesforce?" The responses were diverse. 45% of participants indicated that they possessed some level of familiarity with the shared responsibility model.

ARE YOU FAMILIAR WITH YOUR ORG'S RESPONSABILITY AS PART OF SALESFORCE'S SHARED SECURITY FRAMEWORK ?



However, the survey also unveiled a potential knowledge gap among those who have yet to adopt a backup solution. Among the technical evaluators and decision-makers who do not have a backup solution in place, a striking 82% admitted to not being familiar with their responsibilities within the shared security data model with Salesforce.

This observation highlights the opportunity for more understanding and awareness around the shared responsibility model, as it directly influences the level of data protection organizations can achieve.

Demystifying Salesforce's Shared Responsibility of Your Data

Within the Salesforce ecosystem, the concept of shared responsibility in safeguarding data and configurations has become increasingly important. In this section, we delve into key market trends and research findings to unravel the dynamics between organizations and Salesforce in the realm of data protection.

HOW LONG HAVE YOU BEEN UTILIZING SALESFORCE ?





To gain insights into the evolving landscape of data protection, we first explored the duration for which organizations have been utilizing Salesforce. The findings reveal intriguing market trends. A mere fraction, less than 5%, are relatively newcomers, having adopted Salesforce for less than a year. In contrast, 53% of users have been utilizing Salesforce for 1 to 5 years, while the remainder boasts over five years of experience with the platform. This duration of engagement underscores the value and complexity of the data residing within Salesforce systems. With time, businesses accumulate a wealth of business-critical information, amplifying the need for robust data backup and recovery strategies.

Evaluation of Data Protection Measures: Insights into Maturity

The maturity of data backup, recovery, and archiving procedures is a crucial market trend to assess. Among the respondents, 53% rated their on-premise systems and database procedures as "very good" or higher, reflecting a strong commitment to compliance and risk mitigation. However, when we focus on the perceptions of decision-makers and technical evaluators, a notable shift emerges. Only 50% of this group viewed existing solutions as "average," indicating room for improvement. This disparity in sentiment suggests an opportunity for organizations to enhance data protection measures and bridge the perception gap among key stakeholders.

HOW WOULD YOU RATE YOUR ENTERPRISE BACKUP SOLUTION IN PLACE ?



Embracing Data Retention Policies: A Mark of Proactive Governance

Data retention policies are integral to effective data governance and regulatory compliance. Our market research revealed that 65% of respondents have established data retention policies within their organizations. This adoption of structured data retention policies underscores a proactive approach to not only data protection but also compliance with evolving regulations.

DATA RETENTION POLICY





Market Trends in Critical Data Restoration

In the realm of data backup and recovery, the ability to restore critical data efficiently stands as a cornerstone. In this section, we explore key market trends and research findings that revolve around the pivotal concept of critical data restoration.

Implementation of Backup, Recovery, and Archiving Procedures: A Market Adoption

One crucial market trend pertains to the implementation of backup, recovery, and archiving procedures specifically tailored for critical Salesforce orgs. For example, 60% of organizations have adopted similar processes within their Salesforce ecosystems. This statistic underscores a growing market awareness of the need to fortify data protection measures for mission-critical data and configurations.

Confidence in Data Restoration: Market Sentiment

Confidence in data restoration capabilities is a significant market sentiment to gauge. Remarkably, 75% of respondents express confidence in their organization's ability to recover critical data in the event of unexpected data loss. This market sentiment reflects a strong belief in the efficacy of data backup and recovery solutions.

Recovery Time Expectations: A Market Perspective

However, when evaluating the time it would take for organizations to resume normal operations following a data loss catastrophe, market trends reveal intriguing insights. A notable 65% of respondents anticipate a recovery timeframe spanning days or longer. Surprisingly, 16% concede that they may never fully recover their critical data. This market trend raises essential questions about the alignment between confidence in data restoration and the practicality of recovery timeframes. It prompts us to consider whether the market comprehends the implications of potential prolonged data unavailability on business operations.

HOW QUICKLY DO YOU THINK YOU COULD RECOVER ?



Data Retention Policy Compliance: A Market Commitment

Lastly, we explore market commitment to data retention policy compliance. After the determined retention period has elapsed, 45% of organizations have plans in place to remove the data, ensuring adherence to compliance standards. This proactive approach to data governance underscores the market's commitment to regulatory requirements.



Conclusions

The market trends and research findings presented in this report offer a holistic perspective, underlining the importance of aligning confidence in data protection with practical recovery timeframes.

Moreover, the commitment to data retention policy compliance signifies a dedication to sound data governance practices.

As decision-makers and technical evaluators, you play a pivotal role in steering your organization's data protection strategies. To gain deeper insights and a clearer understanding of where your organization stands in terms of maturity, we invite you to connect with Flosum.



Contact Flosum for In-Depth Insights and Guidance

If you're interested in learning more about the data and key topics needed to evaluate and determine your organization's maturity in Salesforce Data Backup and Recovery, we encourage you to reach out to Flosum. Our team of experts is poised to provide you with tailored insights and guidance to help you make informed decisions that enhance your data protection strategies.

At Flosum, we are committed to empowering organizations like yours to navigate the ever-evolving digital landscape with confidence. Connect with us today to embark on a journey toward enhanced data security, business continuity, and peace of mind.

Contact Flosum now and take the next step in fortifying your organization's data protection.

Flosum is a leading provider of end-to-end secure DevSecOps, data management, data protection and security automation platforms for Salesforce.

For more information, visit the AppExchange or go to

www.flosum.com