Salesforce.com's Backup Time-Bomb
Don't Risk Losing Critical Customer Data

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Recent events have reinforced an important lesson for leaders around the world; planning for business continuity is critical. Leaders who fail to consider potential hazards and to assess their ramifications will inevitably expose their organizations to risks that could result in substantial losses. Although not all dangers are foreseeable, certain classes of risk are not only predictable, but in the long term, they are inevitable.

Backup…Or Else

Reliable, enterprise-grade backup is a must-have for every organization. Businesses that lack a trustworthy backup and restore mechanism are at risk of losing valuable data. If your company is running Salesforce.com, that includes your sales pipeline. Your CRM data is the foundation for your relationship with existing customers. It is the source of valuable insights that can help shape your business strategy. In other words, your Salesforce.com data holds the key to virtually all of your future revenue. If you risk losing it, you risk losing your business.

As if that were not enough, there are potentially serious legal penalties for mishandling critical business data. Under Sarbanes-Oxley and other legislation, businesses are required to retain certain records, including general correspondence, for a minimum of three years. For many categories of information, including sales records, the retention period is much longer.

> **Backup Of SaaS Application Data Is Your Responsibility.** Every SaaS provider explicitly calls out that clients are responsible for protecting their own data. You must plan data protection for every new SaaS service to which you subscribe.
>
> **NAVEEN CHHABRA FORRESTER RESEARCH**
>
> *Source: Back Up Your Own Data – Because Most SaaS Providers Don't*

A Wave of New Regulations

The European Union's (EU) General Data Protection Regulation (GDPR) has ramifications for businesses around the world, regardless of whether or not they are actually based in the EU. The most prominent feature of GDPR is "the right to be forgotten", under which individuals can demand that their personal information purged from a company's records. Companies have 30 days to comply.

Enterprise software vendors have added features to accommodate this requirement; but there are significant implications when it comes to backups. Strictly speaking, GDPR does not specify whether or not customer information must be deleted from backups. European authorities have indicated that there is some leeway, – at least for now. However, it may be incumbent upon businesses to prove that they have exercised due diligence in handling requests to remove personal information from their records. That means having a clear process for backing up your data, and following that process carefully.

GDPR also restricts the conditions under which backup data may be stored. It must be encrypted. In addition, there are geolocation requirements; data must either be stored within the EU or within a jurisdiction that has similar privacy laws in place.

Legislation similar to GDPR is cropping up elsewhere as well. The California Consumer Privacy Act (CCPA) is comparable to GDPR in many respects, and parallel efforts to pass privacy legislation are being made in a number of other US states.

For companies that violate Sarbanes-Oxley, GDPR, CCPA, or other laws, fines and other penalties can be severe. As the headlines continue to cast a spotlight on privacy and security, the negative impact on a company's reputation can be just as costly. The bottom line: every company should have a data governance program in place, and enterprise-grade backup plays a central role in that.

GDPR & CCPA Data Sovereignty

Flosum gives you multiple location options, ensuring you can fully comply with new data protection regulations.

Enterprise-Grade Security

Data is encrypted in transit and at rest using the latest encryption standards for the highest security.

Custom Data Retention Period

Full control over retention of your backups, enabling compliance with GDPR & CCPA.

July 31, 2020: The Salesforce.com 2020 Time Bomb

Many companies that use Software-as-a-Service (SaaS) solutions like Salesforce.com make the dangerous assumption that they do not need to do backups. After all, one of the key selling points behind the SaaS model is that the IT infrastructure is handled by the vendor. Unfortunately that is a potentially catastrophic assumption, and a number of customers have learned that the hard way. By 2022, 70% of organizations will have suffered a business disruption due to unrecoverable data loss in a SaaS application, according to Gartner. In fact, companies that are using Salesforce.com to house their critical customer data are responsible for their own backup processes and policies. It is an unwritten rule for Salesforce users that you must back up your own data, or risk losing it.

In the past, Salesforce has provided a kind of safety net. In the case of a catastrophic data loss, the company offered customers a possible solution under their "Data Recovery" program. Unfortunately, the program was very expensive ($10,000 per event) and prohibitively slow; the process could take up to 8 weeks, according to the Salesforce.com website. To make matters worse, the program did not provide any guarantees that a customer's data could be fully restored.

If you are a Salesforce.com customer, and you do not have systems in place to backup your data on a regular basis, then the data recovery program might have been a fallback option, albeit an expensive one. But that option is no longer available as of July 31, 2020.

A new developer reset the Salesforce sandbox 3 other developers were using, destroying $36,000 in custom code development. Rewriting and retesting the code would take weeks, and delay training and production deployment. Fortunately, my best practice of making a Salesforce data backup of metadata and code restored our progress in less than 1 day, saving the client $36,000 in rework...

MATTHEW BOTOS SALESFORCE MVP

Source: Why I Backup Salesforce

If you are running Salesforce.com, is important that you act now in order to protect your data and ensure business continuity in the future. You would not risk losing your home to a fire by allowing your home insurance lapse. Likewise, it makes little sense to forgo measures needed to protect your valuable business data.

The Data Governance Imperative

As digital transformation becomes a reality, the volume of data available to your business Is increasing rapidly. Mobile devices, the Internet of Things (IoT), and increased integration are generating mountains of new information. Smart business leaders are extracting valuable insights from that data, as analytics and artificial intelligence become more powerful and less expensive. The combination of all that data with a wave of new regulations leads to another business imperative: data governance. Briefly defined, data governance consists of all the policies and procedures necessary to manage data as a strategic asset. It encompasses privacy and security, accuracy, consistency, and availability. Companies that do not have an effective backup/restore plan are missing the first and most important component of data governance. It is the foundation stone. Without it, you simply cannot build a sound data governance policy.

The Role of DataOps

While data governance exists primarily in the "policies and procedures" domain, DataOps is where the rubber hits the road. In other words, data governance establishes goals and objectives, along with the parameters for acceptable processes and outcomes. DataOps makes it happen.

DataOps is an agile methodology. It is built around the concepts of small, highly responsive teams that produce rapid results. It is about the constant improvement through a process of frequent iterations. A key element of the [DataOps manifesto](#) is about responsiveness to the needs of users across multiple domains within the organization: "continually satisfy your customer".

DataOps is about having good (and efficient!) processes in place. That includes automation, integration, and data management. Once again, reliable backup is a critical piece of the larger puzzle.

For multi-tenant SaaS, DataOps needs to take an unconventional approach to backup. Traditional "database backup" simply doesn't work when you don't have direct access to the database. This leaves a few alternative approaches; build-it-yourself, or find an expert who has already done it successfully.

In this "build vs. buy" debate, there is little question that "buy" is the more efficient option. Developing your backup solution from scratch is expensive, time-consuming, and diverts resources that could be used for more strategic projects. Maintaining your own code over time will be even more expensive, especially if the developers who created your custom backup solution walk out the door and a new person has to take over.

For Salesforce customers in need of a backup solution, time is short. After July 31, 2020, there will be no safety net, as the Salesforce data recovery program is retired for good. Flosum's data backup solution for Salesforce.com is available today, and can be up and running in less than a day.

$150 per record lost	$400k per hour of downtime	95% Cost per data breach with automation
Source: *IBM 2019 Cost of a Data Breach Report*	Source: *Gartner: The Cost of IT Downtime*	Source: *IBM 2019 Cost of a Data Breach Report*

Flosum: Your Salesforce.com Experts

Flosum's backup and restore service provides an enterprise-grade backup solution for companies running Salesforce.com. It is the latest anyone of highly successful products focused entirely on Salesforce.

Flosum was founded by a former Enterprise Architect at Salesforce, who recognized the need for a set of robust development tools to automate and improve the process of developing and maintaining applications on the Salesforce.com platform.

The Flosum team now spans seven time zones and supports clients at some of the top companies in the world. Our solution has garnered praise and top awards from users and organizations alike.

Contact Flosum today to find out how we can help your organization.   **www.flosum.com**