protectionnow.
SEP Cloud Application Protection Service for Salesforce

www.sepsoftware.com/sepcaps
Why your Salesforce Data needs Backup:

Data in the Cloud also gets lost

As companies move vital business data from on-premises to the cloud, new challenges in enforcing IT security arise.

According to a recent Cybercrime Survey from PwC, *7 out of 10 companies have been hit by a cyberattack during the last 12 months* - with the average data recovery cost at $150,000. Human errors continue to be the number one reason for losing data. The hard fact is that you can also lose data stored in the cloud - and data restoration can be quite a costly affair without independent backup.

Are your Salesforce Data at Risk?

Salesforce has a number of security measures built in for internal use, but not to ensure customer data recovery. Salesforce will not cover any data loss caused by your own internal errors, malicious actions, ransomware or other cyber crime. In other words, the top 2 reasons for losing data are not covered by Salesforce.

The Recycle bin is the only true backup you have for Salesforce, but once items are manually purged or auto deleted, they’re gone forever. And edits inside objects, including field-value deletes, are not covered by the recycle bin. Finally, all data is automatically deleted after 90 days, after which the data is no longer recoverable.

The conclusion is that relying solely on Salesforce’s backup means risking your valuable sales and customer data could be lost forever.

Reasons for Data Loss:

**Human Error 73%**
- Accidental deletion & overwrites 63%
- Closing accounts 10%

**Hacking & Insider Threats 20%**
- Hackers 13%
- Malicious deletes 7%

3rd Party Software 7%

The Problems with the weekly Salesforce Backup

Once a week, Salesforce offers to export a collection of backup .csv files. This means you could wait up to 6 days to do the simplest recovery. When the backup collection is released, it will be available for download within a 48-hour window. After the 48 hours, your backup will no longer be stored in Salesforce. On top of that, recovering via .csv files means losing important object relations and customizations, and a pile of manual work must be done in case of restoration via Salesforce.

Data Protection: Who is responsible?

<table>
<thead>
<tr>
<th>Customer</th>
<th>SaaS Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>User errors</strong></td>
<td><strong>Operational failures</strong></td>
</tr>
<tr>
<td>Accidental deletion &amp; overwrites</td>
<td>Power outage Infrastructural failures natural disaster</td>
</tr>
<tr>
<td><strong>Security attacks</strong></td>
<td><strong>Malicious insiders</strong></td>
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<tr>
<td>Hacking events, Malware</td>
<td></td>
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<tr>
<td>Malicious insiders</td>
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<tr>
<td><strong>Data corruption</strong></td>
<td><strong>Data corruption</strong></td>
</tr>
<tr>
<td>Sync errors</td>
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</tbody>
</table>

Recovery with Salesforce not a true Option

Salesforce maintains a copy of customer data for disaster recovery purposes. Initiating a data recovery with the Salesforce Data Recovery Service costs a minimum of $10,000, a full recovery is not guaranteed, and you will need to wait a minimum of 4 weeks. Once you receive your recovered data, you’ll need to manually import these to your Salesforce environment, meaning all of your customizations will be lost. The fact is, recovery with Salesforce is not a true option, as is also pointed out by Salesforce.

*Cybercrime Survey 2017, PwC, November 2017.*
SEP Cloud Application Protection Service (CAPS) for Salesforce:

**Full Protection of Your Cloud Data**
SEP CAPS cloud-to-cloud backup ensures full protection of your Salesforce data. With SEP CAPS's automated backup to a physical independent and safe location, you can access your data anytime – even if your SaaS application is experiencing downtime. SEP CAPS is your secure point of return, in any case of data loss.

**Daily Automated Backup**
Once set up, SEP CAPS will run a backup of your Salesforce data every day, all year long. SEP CAPS guarantees a minimum of 1 daily backup, but normally runs 4-6 backups a day. Forget about complex data backup procedures: with SEP CAPS, you can rest assured that your data is automatically backed up and safe.

**Customized Retention**
As standard, SEP CAPS will retain your Salesforce data for 12 months, but offers up to unlimited retention of your data with plenty of storage. This way, you don’t need to worry about storage costs running out of control. SEP CAPS is a scalable backup service, customized to your needs.

**Activating Your SEP CAPS Account**
In 3 easy steps your SEP CAPS backup is connected to Salesforce and running. SEP CAPS will notify you in case of any backup problems via email – it’s a simple set-and-forget. Log in to your SEP CAPS account to monitor your settings anytime.

**What Is Backed Up:**
SEP CAPS will automatically backup all Salesforce objects, and detect and add new objects to the backup set. SEP CAPS includes most custom fields created in Salesforce:

- Accounts
- Contacts
- Leads
- Opportunities
- Activities
- Notes
- Cases
- Custom fields on objects

**Quickly Find & Restore**
With SEP CAPS’s unique Search & Restore feature, you can find and restore any data at anytime. Just search by keywords and your data will pop up. You may even scroll back and forth with our granular search function.

SEP CAPS gives you in-place restore as well as granular-level object restore, including related objects, and allows you to quickly identify and restore data (snapshots) whenever needed, supporting also full object restore.

**Uniquely Tamper-Proof**
SEP CAPS is built to be tamper-proof. No function allows overwriting of any existing data. The patent-pending blockchain algorithm makes low-level tampering impossible and easily evident.

SEP Cloud Application Protection Service gives you:

- Automated daily backup to an independent location
- The broadest coverage in the market
- All backup is available 24/7
- Quick search function including granular feature
- Easy granular & in-place restore
- Unique point-in-time restore

- Backup – Search – Restore: An all-in-one solution
- Customized up to unlimited retention
- Sharing feature between users
- Simplicity & a user-friendly solution
- Compliance with regulatory requirements
- Option to add full backup of your endpoints
The Company - more than 25 Years of Data Protection & Recovery Experience

SEP makes the world a little safer every day. With the hybrid backup and disaster recovery solutions, the data of companies and organizations are backed up around the clock and completely restored in the event of a disaster.

Our ambition: No data should be lost. This is why all components are extensively tested and constantly improved after development.

SEP has been developing and selling enterprise-wide data protection solutions since 1992, based in Holzkirchen near Munich. SEP has a strong partner network and relies 100% on resellers for sales.

GDPR ready - compliant data protection and recovery

SEP sesam secures absolutely reliable business critical information, applications, databases and systems, which contain all kinds of information from sales and customer relations, production and administration up to financial and business transactions. Because of this importance, a comprehensive business continuity strategy is needed that focuses on Recovery Point Objectives (RPOs) and Recovery Time Objectives (RTOs), which are essential in a disaster recovery scenario.

SEP sesam is optimized for securing virtualized and physical environments and enables compliance of legal requirements in heterogeneous IT environments. Encryption is one of the central technical elements.

Secure data retention is introduced by the encryption of the SEP Si3-DedupStore. After splitting the data stream into blocks and compressing each block, each individual block can now be encrypted with an arbitrarily definable key.

To restore the data, the key can be stored in the database of the backup server or the data owner must authorize a restore with his personal key. This encryption guarantees BSI conformity.

Try the 30-day full version now!

The SEP sesam 30-day full version includes all functions for optimal data backup & recovery, as well as a personal demo support.

SEP sesam Support Matrix

SEP sesam supports a large portfolio of operating systems, databases, virtualization platforms, applications and hardware snapshots.