

# Salesforce Data Protection: covering your blind spots

Safeguarding Salesforce data is YOUR responsibility

See how dedicated solutions pick up where native tools leave off – keeping your Cloud data safe and recoverable from data loss threats.

## Data loss happens

Salesforce keeps your business running – but data loss threatens productivity (and your bottom-line).



### Ransomware

Malicious cybercrime and malware attacks



### Internal attack

Destructive actions from internal bad actors



### Human error

Accidental deletion from user and admins



### Corruption

Data loss resulting from 3rd party integrations and add-ons



## Protecting Salesforce data is on YOU!

Salesforce customers are responsible for protecting their own data, applications, and configurations within Salesforce from loss<sup>1</sup>



### Salesforce responsibility

Infrastructure, application, and service availability



### Customer responsibility

Protecting your own data

## Native tools are not enough

Salesforce provides a highly resilient and secure platform, but dedicated data protection is still needed.



### Challenges with native capabilities



**Data exposure** to deletion and attack



**Short-term replication** via recycle bins



**File accumulation** increasing storage costs



**Export limitations** for content types



**Restrictive controls** for data restoration

## Trust the industry-leaders

With Metallic Salesforce Backup, you get industry-leading protection helping safeguard your Salesforce Cloud with ease.

Get enterprise-grade protection and keep your data safe, compliant, and recoverable from threats.



### Automate data backups

for production orgs and sandboxes



### Preserve content,

relationships, metadata, files, custom objects, and more...



### Recover fast

with granular search and full-fidelity restore options



### Reduce risk

with hardened security controls, air-gapped backups, and zero-trust user access



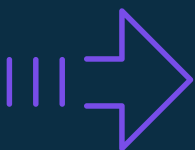
### Meet compliance SLAs

with unlimited storage and retention



### Accelerate dev/test

with built-in sandbox seeding and masking



Reach out to [Verinext](#) today and let us help keep your cloud data safe and recoverable from data loss threats.

Verinext delivers transformative business technology, so customers are ready for everything that comes next. From intelligently automating time-consuming tasks and protecting data assets to securing infrastructure and improving customer experiences, Verinext activates the innovation that makes technology truly work so businesses can make their next move with confidence.