# Rubrik for Salesforce Data Protection

Salesforce is integral to managing sales and customer data, holding sensitive information like contact details, purchase history, and financial records. Incidents such as accidental deletions, malicious attacks, data loader mishaps, or integration errors can lead to significant data loss. Further organizations incur significant overhead in time and effort seeding their sandboxes and maintaining data integrity. Salesforce advises that while they ensure performance and availability, data protection is the customer's responsibility.

Rubrik's dedicated solution for Salesforce data protection offers peace of mind with secure, automated backups, rapid recovery capabilities, and sandbox seeding to accelerate development and testing.

## THE REALITY OF DATA LOSS IN SALESFORCE

Of the 94% of organizations victimized in a cyberattack last year, over two thirds of these attacks[1] occurred in SaaS environments.

The complexity of Salesforce's relational data model means that even a single error can have widespread consequences, affecting interconnected systems and processes.

Studies show that the cost of downtime can range from $300,000 to $ 1 million depending on the size of the organization[2].
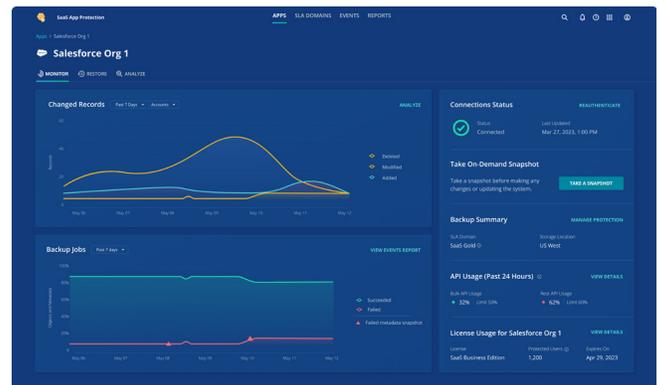


## RUBRIK BENEFITS

Prevent data loss and downtime with secure, automated backups. Quickly and precisely recover your data using our award-winning interface. Consolidate data protection across various environments to the Rubrik platform at any time.

### MINIMIZE DOWNTIME AND PRODUCTIVITY LOSS
Identify and restore data deletions and modifications to minimize downtime. Seamlessly populate Salesforce sandboxes.

### DRIVE SALESFORCE DATA INTEGRITY AND RESILIENCE
Recover data rapidly with integrity, maintaining parent-child relationships. Ensure data consistency across sandboxes and production environments.

### UNIFY PROTECTION, SECURITY AND COMPLIANCE
Lockdown your Salesforce data with a multi-layer data security platform.

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1    Rubrik Zero Labs report
2    ITIC Global Server Hardware Server OS Reliability Report.pdf

## MINIMIZE DOWNTIME AND PRODUCTIVITY LOSS

Protect against accidental deletion, ransomware attacks, or human errors with secure, automated backups. Rubrik's policy-driven job scheduling allows frequent, lights-out backups of Salesforce environments.Restore data rapidly using an intuitive UI optimized for high performance.
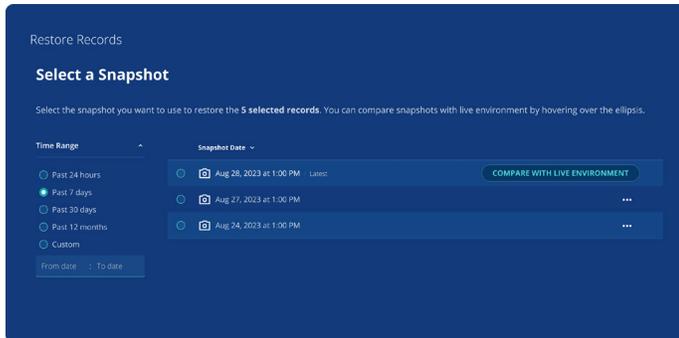


**Comprehensive Protection:** Backup Salesforce data and metadata, including standard and custom objects, files, and attachments. Protect both production and sandbox orgs. Leverage these backups to seed sandboxes with production-like data for testing and QA.

**Fast and Precise Recovery:** Quickly identify and restore lost data by comparing snapshots with the live environment. Analyze what data changed and restore with accuracy, precision and confidence.

**Recover from Bulk Data Changes:** Restore data after inadvertent widespread modifications.

## DRIVE SALESFORCE DATA INTEGRITY AND RESILIENCE

Salesforce data is complex, and restoring data with granular precision is very time-consuming. Rubrik lets you pinpoint and restore inadvertent or malicious modifications to ensure data integrity across Salesforce.

**Maintain Data Relationships:** Quickly and accurately recover records with related parent-child records to using Rubrik's intuitive UI. Restore records up to 10 levels deep.

**Granular Precision/Quickly Find Lost Data:** Easily find records by searching backups with any field and restore specific records in minutes.

## ACCELERATE DEVELOPMENT WITH SANDBOX SEEDING

**Sandbox Seeding for Rapid Development**

- Eliminate manual complexity with Rubrik's sandbox seeding while maintaining parent-child relationships.
- Ensure consistency between production and development environments by using up-to-date, filtered data sets.
- Prevent sandbox limit overruns with pre-seeding size analysis.

## UNIFY PROTECTION, SECURITY AND COMPLIANCE

Leverage enterprise-grade security controls with Rubrik's platform. Reduce the total cost of ownership (TCO) by managing protection across all environments with a single interface. Generate compliance reports for internal and external audits, showing what data is protected.
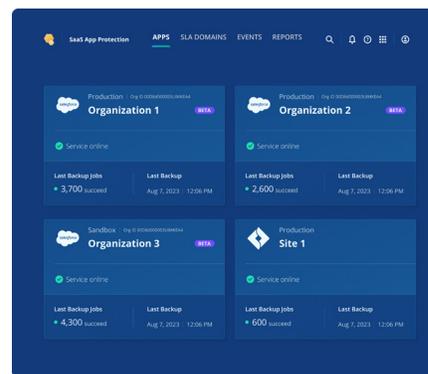


**Unified Platform:** Manage protection across SaaS, multi-cloud, and on-prem environments with a single interface. Easily see a complete view of your protection state with a single comprehensive dashboard.

**Built-in Security:** Encrypt data in-flight and at-rest. Use multi-factor authentication, SSO integration, and retention-lock for secure data management. Logically air-gap your Salesforce backup data from your source org with an isolated tenant design.

**Audit-Ready Data Management:** View protection status with a dashboard and generate compliance reports for audits. Use customizable data retention policies to ensure regulatory compliance.