



# Rubrik for Salesforce Data Protection


Salesforce is integral for 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. 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 and rapid recovery capabilities. Customers get a single interface to manage workloads across on-prem, multi-cloud and SaaS environments, resulting in lower costs, improved efficiency, and robust security.

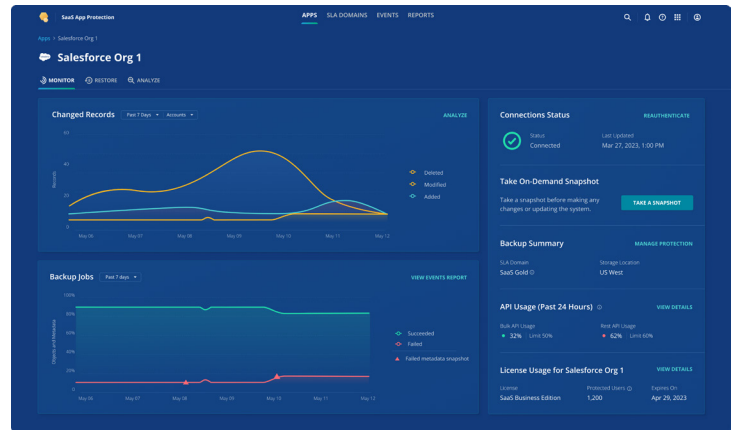
## THE REALITY OF DATA LOSS IN SALESFORCE

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Of the 94% of organizations victimized in a cyberattack last year, over two thirds of these attacks<sup>1</sup> occurred in SaaS environments.
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The complexity of Salesforce’s relational data model means that even a single error can have widespread consequences, affecting interconnected systems and processes.
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Studies show that the cost of downtime can range from \$300,000 to \$ 1 million depending on the size of the organization<sup>2</sup>.



## 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.



### DRIVE SALESFORCE DATA INTEGRITY AND RESILIENCE

Recover data rapidly with integrity, maintaining parent-child relationships.



### UNIFY PROTECTION, SECURITY AND COMPLIANCE

Lockdown your Salesforce data with a multi-layer data security platform.

1 Rubrik Zero Labs report

2 ITIC Global Server Hardware Server OS Reliability Report.pdf

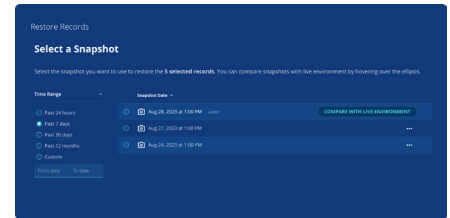
## MINIMIZE DOWNTIME AND PRODUCTIVITY LOSS

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.

**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.



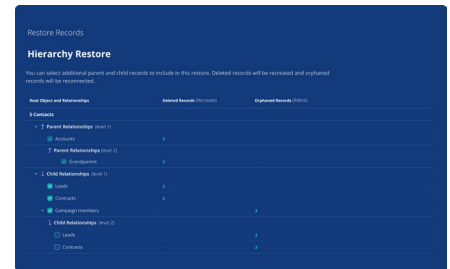
## DRIVE SALESFORCE DATA INTEGRITY AND RESILIENCE

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 individual records with full metadata using Rubrik's intuitive UI. Assess details at the record and field level or the metadata component level. Keep data relationships and integrity intact.

**Granular Precision:** Easily find and restore parent-child records to maintain data integrity. Restore records up to 10 levels deep without affecting valid data created since the backup.

**Quickly find lost data:** Search backups with any field and restore specific records in minutes.



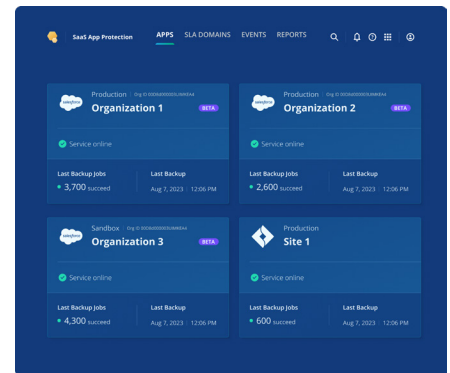
## UNIFY PROTECTION, SECURITY AND COMPLIANCE

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.



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Rubrik (NYSE: RBRK) is on a mission to secure the world's data. With Zero Trust Data Security™, we help organizations achieve business resilience against cyberattacks, malicious insiders, and operational disruptions. Rubrik Security Cloud, powered by machine learning, secures data across enterprise, cloud, and SaaS applications. We help organizations uphold data integrity, deliver data availability that withstands adverse conditions, continuously monitor data risks and threats, and restore businesses with their data when infrastructure is attacked.

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