

OwnBackup for Salesforce

Solution Overview

OwnBackup for Salesforce

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Why backup cloud / SaaS data?

SaaS providers have **disaster recovery** plans for **their** disasters **not for your user-inflicted data loss scenarios; the risk is real** (Aberdeen [report](#))

Data loss in the cloud is more common than people realize, causes include:

- **Human error** - accidental deletion/corruption during **import**
- **Malicious intent** - data corruption/deletion
- **3rd party integrated + upgraded systems** - causing corruption or data loss

Forrester Research [article](#) - **Back Up Your Critical Cloud Data Before It's Too Late:**

"It's not just a best practice — it's a fiduciary responsibility."

Why backup Salesforce org data?

Available solutions are insufficient:

- **Weekly scheduled exports** – manual+time-consuming, infrequent, doesn't include metadata (e.g reports) & won't enable efficient+timely recovery
- **Recycle Bin** - limited capacity, if emptied can lead to permanent file + data loss

Salesforce recommended:

- Salesforce official help [page](#):
“it's important to back up & be able to restore your own salesforce.com data”
- Salesforce recommends using [Appexchange backup solutions](#); indicates Salesforce DR professional services \$10K+, doesn't include metadata & takes 15+ days
- DF14 Session by Salesforce Principal Cloud Success Technologist:
“Backing Up Your Salesforce Data - If you are not, you should, here's how & why”

The OwnBackup Solution for Salesforce

- State-of-the-art Salesforce backup & restore solution
- Easy to setup, secure, automated daily backup of all your Salesforce Org data & metadata giving you peace of mind
- Unlimited snapshot retention + storage, enables restoring from any archive date
- Sophisticated data restore + compare tools facilitate efficient recovery from a data loss event
- Selection of pricing plans affordable for any size budget, starting at \$1.95/user/month

OwnBackup Core Functionality

- Daily backup of all your Salesforce production & sandbox data (including custom objects, attachments and chatter, etc.) as well as metadata (reports, workflows, dashboards, apexcode, etc.)
- Onboarding is simple, quick & secure via oAuth enabling a company's Salesforce administrator to authenticate backup of all user data in Org with a few clicks



[Salesforce Backup Technical Whitepaper](#) (pdf)

OwnBackup Key Features

- Data encrypted both in transit (HTTPS) & at rest (AES 256-bit on Amazon's EBS)
- Easy to preview, download, compare & restore Org data
- Automated comparing of sObjects & metadata across snapshots enables efficient identification of Org changes
- Field-level sObject compare & line-by-line compare of metadata changes
- One-click “Export Backup” of all data from any snapshot
- “Force Backup Now” for manually executing a backup at any time
- Provision multiple read-only OwnBackup user accounts & setup IP-based OwnBackup account restrictions



About OwnBackup

- The top-ranked backup & restore ISV on the Salesforce AppExchange & a Gartner 2015 “[Cool Vendor](#)” in Business Continuity & Disaster Recovery.
- Salesforce ISVforce Partner and AppExchange listed since Jun-'12
- Industry-leading [SLA](#)
- Tech Support: 3a-4p (EST)



“

[This product is fantastic.](#) ...It works exactly like they say and the service and support is amazing, very responsive. Do yourself a favor, get this product and sleep happily every night knowing your data is backed up and easily recoverable. Way to go Team OwnBackup, great product!

Jim Simon (AppExchange Review)

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Summary

- With **online threats** constantly on the rise, let us provide you **peace of mind** with our affordable, unique, **automated & secure daily backup & restore** solution
- For only a small fraction of what you pay Salesforce, take control of your business-critical data & keep an always-accessible up-to-date copy in safe keeping
- Let our sophisticated data restore tools help you efficiently recover from a painful data loss event
- Focus on your core business and leave the backing up to us
- Contact us to [schedule a demo](#) or sign up for a [30-day free trial](#) of our industry-leading solution