

The logo for SEP, featuring the letters 'SEP' in a bold, dark blue, sans-serif font. A small yellow square is positioned above the letter 'P'.

protectionnow.

SEP Cloud Application Protection Service
for Salesforce

www.sepsoftware.com/sepcaps

Why your Salesforce Data needs Backup:

"Cloud-to-cloud backup is the only practical option for SaaS data protection."

Forrester Research, December 2017.

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:

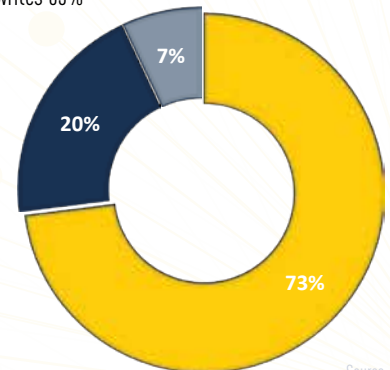
Human Error 73%

- Accidental deletion & overwrites 63%
- Closing accounts 10%

Hacking & Insider Threats 20%

- Hackers 13%
- Malicious deletes 7%

3rd Party Software 7%



Source:
Aberdeen Group

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?

Customer

User errors

Accidental deletion & overwrites

Security attacks

Hacking events, Malware
Malicious insiders

Data corruption

Sync errors

SaaS Provider

Operational failures

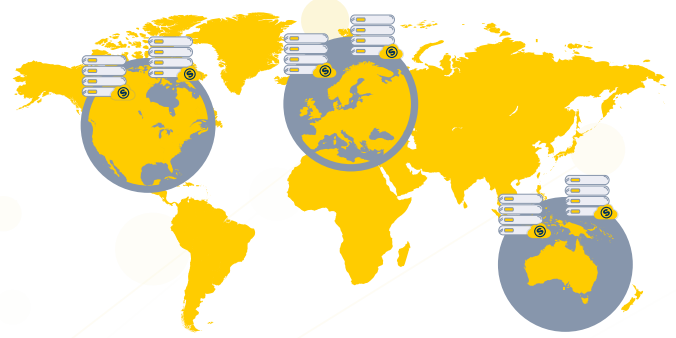
Power outage
Infrastructure failures
natural disaster

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.

SEP Cloud Application Protection Service (CAPS) for Salesforce:

Backup-as-a-Service with unlimited retention time & storage space included



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 & safe location, you can access your data anytime – even if your SaaS application is experiencing downtime.

Simple billing according to pay-per-use, i.e. according to actually secured users. This Backup-as-a-Service is a complete solution with everything included (storage, updateservice, redundant data centers, unlimited retention according to individual requirements, DSGVO compliant) - no extra costs!



Daily Automated Backup

Once set up, SEP CAPS will run a daily back-up 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. With SEP CAPS, you can rest assured that your data is backed up & safe.



Customized Retention

By default SEP CAPS offers unlimited retention for your Salesforce data or according to individual requirements. 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.



GDPR

SEP CAPS is EU-GDPR-compliant and a data processor that works exclusively on the instructions of the data owner. This distinction is important in that SEP does not collect or store data that is not expressly designated by the data owner. No actions are taken without the instruction of the data owner.



Activating Your SEP CAPS Account

In 3 easy steps, your SEP CAPS backup to Salesforce is connected to Google & running. SEP CAPS will automatically notify you in case of any backup problems via e-mail – it's a simple set-and-forget. SEP CAPS automatically detects & adds new users to the backup set too.



What Is Backed Up:

SEP CAPS will automatically backup all your data across your Salesforce platform:

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



Quickly Find & Restore

With the Search & Restore functions, you can find & restore any of your Salesforce data at any time. Locate specific backups of your data in a second. You may even scroll back & forth in time with the granular snapshot feature. With SEP CAPS, all of your data across all snapshots is available at all times. Quickly restore anything from a single email or file from a single user to a complete user account. SEP CAPS also allows for cross-user restoration of data from one user to another as well as from one Salesforce account to another.

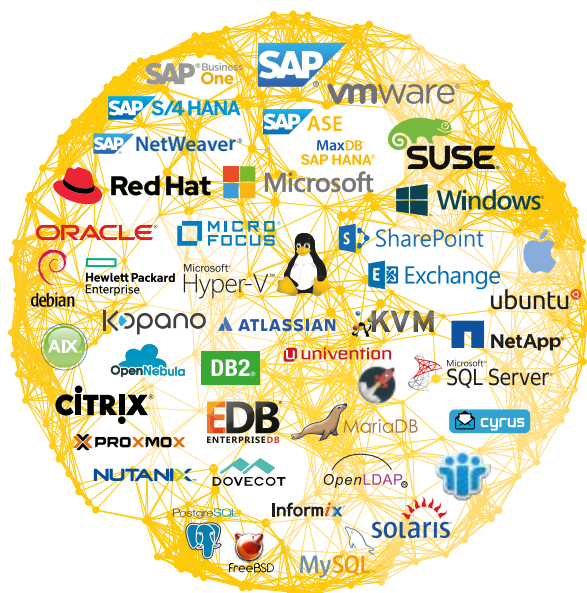


Uniquely Tamper-Proof

With SEP CAPS no function allows overwriting of any existing data. The patent-pending blockchain algorithm makes low-level tampering impossible.

SEP CAPS gibt Ihnen:

- | | |
|---|--|
| ✓ Automated daily backup to an independent location | ✓ Backup – Search – Restore: An all-in-one solution |
| ✓ The broadest coverage in the market | ✓ Customized up to unlimited retention |
| ✓ All backup is available 24/7 | ✓ Sharing feature between users |
| ✓ Quick search function including granular feature | ✓ Simplicity & a user-friendly solution |
| ✓ Easy granular & in-place restore | ✓ Compliance with regulatory requirements |
| ✓ Unique point-in-time restore | ✓ Option to add full backup of your endpoints |
| | ✓ Data retention even when CAPS is no longer actively used, i.e. when no new backup data is added. |



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.

Personal Contact

SEP AG
Konrad-Zuse-Straße 5
83607 Holzkirchen
Germany



+49 8024 46331-0

info@sep.de

1.

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.

2.

SEP sesam Support Matrix



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

3.