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Business Systems Administrator
SendGrid

CUSTOMER PROFILE

SendGrid Never Worries about Salesforce Data with Spanning's In-app, Daily Backup

As a rapidly growing technology startup, SendGrid started using Salesforce in 2009 to help manage their expanding customer base. And as even more organizations turn to SendGrid each day to make their email delivery more reliable, it's critical for the company to keep the information stored in Salesforce protected and available. To accomplish that, they rely on Spanning Backup for Salesforce, a daily, automated backup solution that quickly restores data from any point in time, directly inside the Salesforce application.

Going Beyond the Weekly Exports Provides Full Protection for SendGrid

SendGrid has always understood the importance of protecting all the valuable customer information in Salesforce. Fortunately, the company also recognizes that there's much more to protecting this information than simply backing up data once a week.

Relying in the past on the manual, weekly export provided by Salesforce, SendGrid began using Spanning Backup for Salesforce to add extra protection to their Salesforce data. “We needed additional functionality and

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Organization:

SendGrid

Organization Size:

250 employees

Industry:

Technology

Products Used:

Spanning Backup for Salesforce

SendGrid is the global leader in providing technology that dramatically increases the deliverability of application-generated and customer engagement email. SendGrid has built a trusted, globally distributed cloud platform that successfully delivers over 13 billion emails each month. To date, the company has sent over 250 billion emails, representing 2% of global non-spam email traffic.

metadata in our weekly export option in order to best protect our customer information," says Kerry McDonough, Business Systems Administrator for SendGrid. "The fact that Spanning backs up everything, not just data, really provides peace of mind for our team."

Because Spanning Backup for Salesforce backs up metadata – including customized reports, dashboards, and email templates – SendGrid never has to worry about painstakingly recreating all those customizations in the event of a data loss.

Spanning Backup Does More to Back Up Data Where It Lives

Spanning Backup works as a tab right inside the Salesforce application, eliminating the hassles associated with the data export process that Salesforce offers for data protection purposes.

"There's no manual labor or downloading required with Spanning Backup," says McDonough. Not only that, Spanning Backup also ends the risk of data loss that's inherent in moving so much data manually, as well as the cost of having to store the exported data somewhere.

"I live in Salesforce, so it makes sense that the backup solution is in there, too," says McDonough. "And I love the 'set it and forget it' aspect of Spanning Backup; it just runs automatically every day."

Daily, rather than weekly, backup is another feature that McDonough cites as an advantage for SendGrid. "The weekly option is not sufficient when you're working in a fast-paced startup environment," says McDonough. "Things change every day!"

A Reliable Solution from a Company SendGrid Can Trust

"Transparency, honesty, and trust are crucial to us in all aspects of our business – hiring, working together, working with customers, and working with vendors," says McDonough. "I trust Spanning with our data because they are so open and transparent."

Salesforce isn't the only cloud application SendGrid counts on Spanning to back up, either. "We chose Spanning Backup because our IT team had been using it for Google Apps and was very happy with it," says McDonough. "I wish we could back up all our SaaS apps with Spanning."

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About Spanning Cloud Apps

Spanning, an EMC company and a leading provider of backup and recovery for SaaS applications, helps organizations to protect and manage their information in the cloud. We provide powerful, enterprise-class data protection for Google Apps, Salesforce, and Office 365. Spanning Backup is the most trusted cloud-to-cloud backup solution for thousands of companies and millions of users around the world. Try a 14-day trial by visiting Spanning.com/try-it-now.