

# STORAGE SWITZERLAND

## SORRY, BUT PROTECTING SALESFORCE.COM IS IT'S RESPONSIBILITY



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The two most universal applications for businesses are the Office Productivity Suite consisting of a word processor, spreadsheet and presentation application, and the customer relationship management (CRM) application. Delivering both of these applications types via a cloud service like Google Apps or Salesforce.com is becoming an increasingly popular choice. Leveraging them means reducing costs and saving IT time but data protection should remain the responsibility of the business.

Why Backup The Cloud?

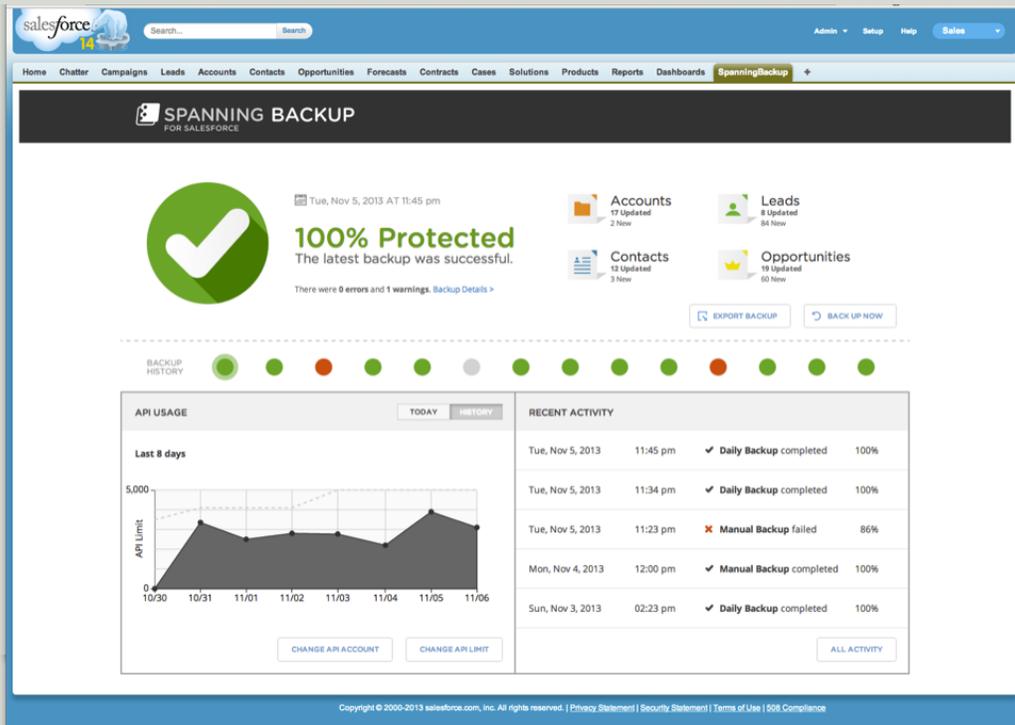
Of course the number one question when it comes to protecting the cloud is “why?”; after all online application providers protect the data already. Why duplicate the task? There are three primary reasons:

- **Data Loss STILL Happens** - While online application providers do indeed backup the environment, they are still vulnerable to user error, malicious attacks or third party integration corruption.

- **Providers Protect Their Interests** - Providers are busy enough meeting their service level agreements (SLAs). They often don't have the time or resources to enable their customers to effectively control, backup and restore data on demand.
- **Exports Are Not Enough** - Most Salesforce.com customers currently leverage the manual weekly exports of Salesforce.com data and attachments, which is not frequent enough (RPO), not comprehensive enough (doesn't back up everything), and can be error prone due to the lack of automation.

[Spanning](#) is a company solely focused on cloud application data backup and recovery. They started with an application that automatically protects Google Apps data and recently announced support for Salesforce.com.

Spanning Backup for Salesforce operates from inside Salesforce.com where your data is. It also protects all Salesforce.com data; which is more than what simple exports will allow. It eliminates the need for weekly exports and replaces it with a fully automated ongoing backup process.



According to various industry sources, the majority of the costs for conducting E-Discovery goes into the time and labor to produce a comprehensive search of all the data repositories in the environment. By leveraging a common, intelligent index that spans every key business system and their underlying storage repositories (including backup data), organizations may be able to save time and derive greater efficiencies and cost savings.

From a recovery standpoint, the Spanning solution allows you to navigate to specific points in time. This is a vast improvement over browsing flat files that your exports created. The solution also allows for recovery to be pushed out to the users, allowing IT to concentrate on other priorities.

## Storage Swiss Take

IT may need to do some persuading to convince the rest of the organization that Salesforce.com data needs to be independently protected. The cloud is not a mythical place that is immune from failure. It is a data center, a very large one, with all the problems and challenges that other data centers have to deal with. While an SLA may allow you to bring legal action against the provider, it will not recover your data. Even in the cloud, data protection remains an important IT responsibility.

## About Storage Switzerland

Storage Switzerland is an analyst firm focused on the virtualization and storage marketplaces. For more information please visit our web site: <http://www.storage-switzerland.com>

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