

Compliance

Keepit meets enterprise audit requirements for backup, search and recovery, making it easy to comply with governance requirements. Keepit will deliver your backup complete with a data processing agreement, ensuring compliance with GDPR and other national and international regulations.

Customers have verified our solution through thorough proof-of-concept testing, risk assesment, and security validation. Keepit's customer portfolio includes global enterprises within production, healthcare, shipping construction, retail, services, and finance.



PILGRIM



Technical Specifications

- ISAE 3402: Keepit's 2 redundant ISAE 3402-controlled data centers are managed under ISO 27002.
- Global data destinations: To meet data sovereignty requirements, data is stored in Keepit's data hosting locations in the Americas, Europe, and Asia (see specifications below).
- Strong encryption: Keepit protects all data in transit and at rest with a 256-bit TLS customer-unique encryption key.
- Stability: Keepit backup has 99.9% SLA uptime (service level agreement).
- 3rd party certification and auditing: Keepit regularly undergoes thorough auditing and rigorous evaluations of Keepit's operational and security processes via external consulting.
- EU Compliant: Keepit complies with all European laws and regulations.
- Unlimited archive retention and storage.

Data Hosting Locations:

AMERICAS
Location: Washington DC, USA
Provider: Equinix
Certifications: ISO 27001, HIPAA, NIST
800-53/FISMA & SOC 2 Type II

EUROPE
Location: Copenhagen, DK
Provider: GlobalConnect
Certifications: ISO 27001, ISAE 3402
Type II & SOC 2 Type II

ASIA
Location: Sydney, AU
Provider: Equinix
Certifications: ISO 27001 & SOC 1 Type II

About Keepit®

At Keepit we believe in the digital future. Our mission is to pioneer the new way in securing data, taking data protection best practices to the cloud. Keepit is your one solution to backup and secure all your corporate data across your cloud services. Fully automated with the broadest coverage in the market, Keepit is your trusted cloud backup solution, making data protection less complex.

For more information and your free trial visit:
www.keepit.com/salesforce

You can also drop us a line at: hello@keepit.com
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keepit[®]

– Backup for Salesforce

Is Your Data Safe?

Salesforce recommends customers use an additional backup service to prevent data loss.

– [Salesforce.com](https://www.salesforce.com)

www.keepit.com/salesforce



Why Your Salesforce Data Needs Backup:

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.

Reasons for Data Loss:

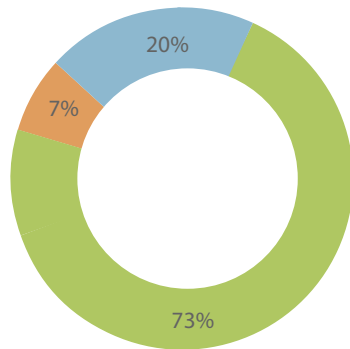
Human Error 73%

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

Hacking & Insider Threats 20%

- Hackers 13%
- Malicious deletes 7%

3rd Party Software 7%



Source: Aberdeen Group

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.

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

Data Protection: Who is responsible?

Customer	SaaS Provider
User errors <i>Accidental deletion and overwrites</i>	Operational failures <i>Power outage Infrastructure failures Natural disaster</i>
Security attacks <i>Hacking events Malware Malicious insiders</i>	
Data corruption <i>Sync errors</i>	

means losing important object relations and customizations, and a pile of manual work must be done in case of restoration via Salesforce.

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:

“The Salesforce Data Recovery Service is an expensive and time-consuming process and should only be used as a last resort, when no other copy of the data is available.”

Salesforce.com

How To Protect Your Salesforce Data:

To ensure best practice data protection, your Salesforce data should automatically be backed up to an independent location every 24 hours. And they should be easy to access and restore instantly at any time, in any case of data loss.

Salesforce recommends customers use an additional backup service as a best practice to prevent data loss. An independent backup solution such as Keepit will keep your Salesforce data safe and secured at any time.

*Cybercrime Survey 2017, PwC, November 2017.

Keepit® Backup for Salesforce:

Keepit is a secure, cloud-to-cloud backup service used to protect leading Software as a Service (SaaS) applications, such as Microsoft Office 365, Google Suite, and Salesforce.com.



Full Protection of Your Cloud Data

Keepit cloud-to-cloud backup ensures full protection of your Salesforce data. With Keepit's automated backup to a physical independent and safe location, you can access your data anytime – even if your SaaS application is experiencing downtime. Keepit is your secure point of return, in any case of data loss.



Daily Automated Backup

Once set up, Keepit will run a backup of your Salesforce data every day, all year long. Keepit guarantees a minimum of 1 daily backup, but normally runs 4-6 backups a day. Forget about complex data backup procedures: with Keepit, you can rest assured that your data is automatically backed up and safe.



Customized Retention

As standard, Keepit will retain your Salesforce data for 12 months, but offers up to unlimited retention with plenty of storage. This way, you don't need to worry about storage costs running out of control. Keepit is a scalable backup service, customized to your exact needs.



Unique Tamper Proof Algorithm

Keepit is built to be tamper-proof. No function allows overwriting of any existing data. The patent-pending blockchain algorithm makes low-level tampering impossible and easily evident.



What Is Backed-Up:

Keepit will automatically backup all Salesforce objects, and detect and add new objects to the backup set. Keepit includes most custom fields created in Salesforce:

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



Easy Search & Restore

With Keepit's unique Search & Restore feature, you can find and restore any data at anytime. Just search by keywords and your data will pop up. You may even scroll back and forth with our granular search function.

Keepit gives you in-place restore as well as granular-level object restore, including related objects, and allows you to quickly identify and restore data (snapshots) whenever needed, supporting also full object restore.

EASY AS 1-2-3

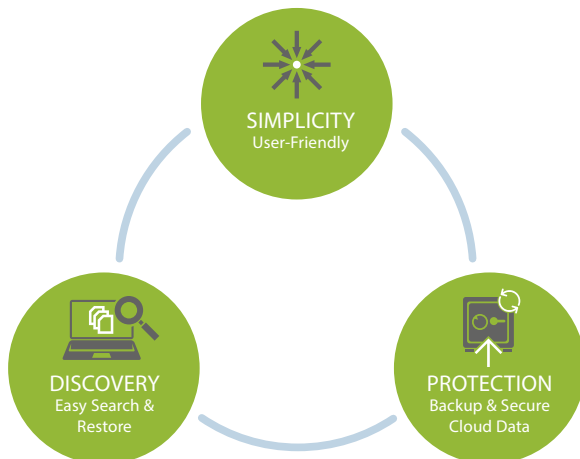
Activating Your Keepit Account

In 3 easy steps your Keepit backup is connected to Salesforce and running. Keepit will notify you in case of any backup problems via email – it's a simple set-and-forget. Log in to your Keepit account to monitor your settings anytime.



Try Keepit Backup for Salesforce:

For your free trial, please drop us a line at: hello@keepit.com. Or visit our site: www.keepit.com/salesforce



Keepit Backup & Restore Gives You:

- Automated daily backup to an independent location
- The broadest coverage in the market
- Secure point of return, in any case of data loss
- Backup - Search - Restore: An all-in-one solution
- Quick search function including granular feature
- Easy granular and in-place restore
- Download objects as raw JSON
- All backup is available 24/7
- Unique point-in-time restore
- Customized up to unlimited retention
- Simplicity and a user-friendly solution
- Free Keepit customer support