

Now you can back up and restore your
Salesforce data when you want, to where you want.

LiveBackup *for* Salesforce



- ✓ Unlimited storage
- ✓ Unlimited users
- ✓ Fraction of your SaaS investment

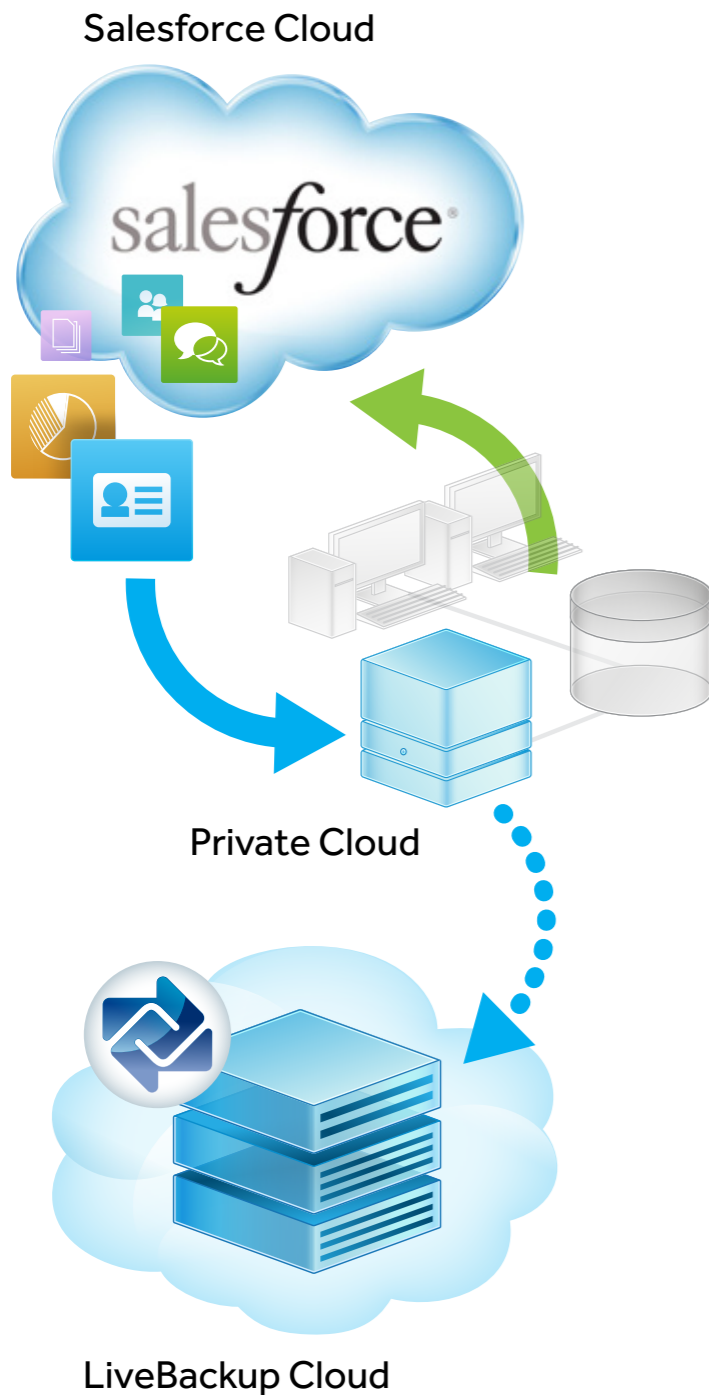
Ready
to restore.

FAST, EASY AND SECURE BACKUP OF YOUR MOST CRITICAL DATA

It could take thousands of dollars and uncountable hours to build your CRM database and only a second to lose it all.

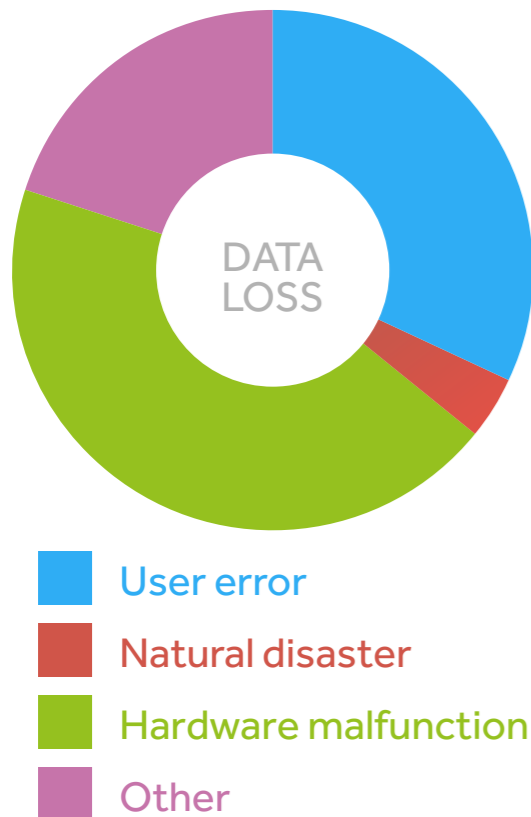
How valuable is your Salesforce data to your business and what are you doing to protect it?

LiveBackup for Salesforce is the simplest way of ensuring your crucial sales and marketing information is regularly backed up, safely stored and easily restorable at any time, so you never have to worry about your most valuable assets vanishing into the land of no return and crippling your business. And most importantly, it costs a fraction of what you have invested in building your CRM database.



3 GOOD REASONS YOU SHOULD BACK UP

1/3 of all data loss is
due to user error



#1 Your data residing on Salesforce is not protected.

But doesn't Salesforce have world-class backup infrastructure and disaster-recovery plans in place?

Yes, they do. But Salesforce backup and disaster-recovery capabilities protect the SaaS provider from disasters at their facilities, not your organisation's data loss.

Malicious attacks, third party application data overwrites and user caused errors, like accidental deletion, happen all the time, and Salesforce disaster recovery system doesn't protect your data against any of these. That's why customers are advised to use a third-party backup service to protect their data.

3 GOOD REASONS YOU SHOULD BACK UP

Fact

SaaS providers are not legally obligated to protect your data. You are.

- What would happen if it all got lost?
- How much would it cost your business?
- And would your business be able to recover?

#2 You should have control over your business data. Always.

Software-as-a-Service has brought many advantages for businesses but it has also created one big drawback – it has taken your data away from the safety of your private cloud and into someone else’s online environment, which you have no control over.

All crucial information that you create and keep on the Salesforce platform – your customer, prospect and partner contacts, quotes, purchase history, new leads, status of deals, all the information about your current and future revenue – all of it is out of your hands.

3 GOOD REASONS YOU SHOULD BACK UP

#3 Getting your data back is expensive and not guaranteed

\$10K+

Cost of Salesforce data
recovery support

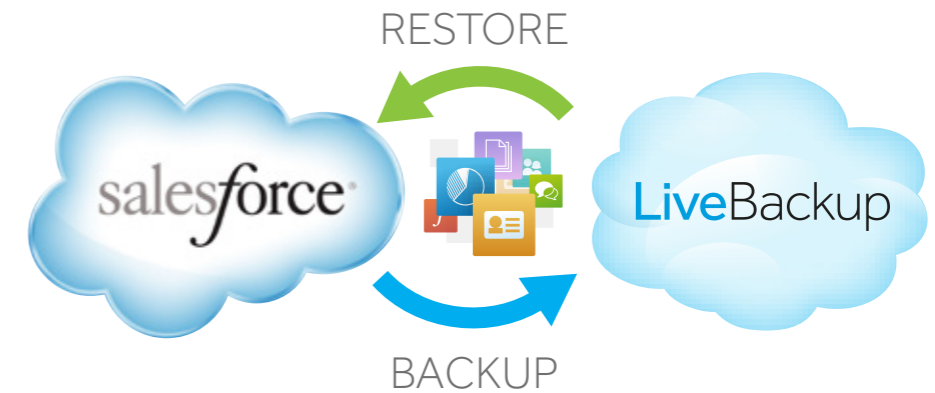
500hrs+

Number of lost employee
hours while waiting for
your data to be
restored

Salesforce offers assistance with data recovery that starts at \$10,000, a steep price to pay especially when there is no guarantee that you'll ever get all of your data back. And if you do, there is no time limit on how long you will wait. Salesforce offers no service level agreements for data backup and recovery.

When every minute of unavailable data can translate into thousands of lost employee hours and potential profit loss for your company, how long can you afford to wait?

EVEN BETTER REASONS WHY YOU SHOULD BACK UP WITH LIVEBACKUP



You will **retain control** over your invaluable CRM data

With LiveBackup for Salesforce, you'll take back control over backing up your Customer Relationship Management data. By getting it out of the Salesforce cloud and onto a physical server at your premises, you'll have peace of mind knowing your business crucial information can be recovered quickly, easily and completely - directly to the Salesforce cloud.

Your data will be protected by a **premium backup service** provider

As Australia's leading cloud backup and recovery provider, LiveBackup understands the importance of data protection and has built its cloud backup platform to adhere to the most stringent data retention regulations in the market today. Through our partnership with Asigra, world's leading backup software developer, we are able to guarantee our customers the highest level of security and complete restorability of their data.

There's **no limit** to how much CRM data you can back up

For just a fraction of the investment you put into building your Salesforce database, you'll have assurance that your data will be safely backed up all the time and restorable within minutes – all for one fixed monthly fee, no matter how big your Salesforce data gets.

KEY FEATURES OF LIVEBACKUP FOR SALESFORCE

Comprehensive Salesforce data protection

Back up everything in your Salesforce database that falls within standard objects, including accounts, contacts, leads, campaigns, opportunities and attachments.

Simple, automated backup

Unlike standard CVS backups offered by Salesforce, there is no manual intervention required, and therefore no room for human error. Data backups are scheduled to run automatically at regular

intervals, and as often as your business requires it – monthly, weekly, daily or multiple times a day. Management of various generations of data is automated relieving you of the tedious and time consuming task of maintaining multiple backup versions manually.

Fast and easy restoration

With LiveBackup's backup solution for Salesforce, manual uploads of CVS files are a thing of past. An entire database or a selected table can be restored directly to the Salesforce cloud or sandbox(es) with a single mouse click, at any given time.

Flexible retention policies

You'll have full control over granularity and frequency of your data protection, as well as deciding how many generations of data you want to keep in your backup repositories. That way you

can always download previous versions of a table or the entire database to an earlier point in time within minutes.

Enterprise-class security

We put high emphasis on the privacy and security of your data. LiveBackup protects your Salesforce data with iron-cast security. From transfer to storage, your data is protected using AES128-256 bit encryption, preventing unauthorised access or data corruption from happening.

On-site and offsite storage



Your Salesforce data will be collected and stored in an encrypted format at your premises, as well as in the LiveBackup's secure data centre, providing an additional level of security in the event of an on-site disaster.

START PROTECTING YOUR SALESFORCE DATA NOW!

LiveBackup 

Learn more about how LiveBackup can take the protection of your Salesforce data to a whole new level.

Contact us at info@livebackup.com.au or on 1300 548 328.



LIVEBACKUP PROTECTS AND MANAGES IN EXCESS OF 800 BACKUP SETS AND MORE THAN 200 TB OF CUSTOMER DATA EVERY DAY.

About LiveBackup

LiveBackup is Australia's leading backup and recovery service provider. We specialise in providing fully managed data protection services to businesses by combining world-leading backup and recovery software with highly secure local data centres. Our service supports the majority of business applications and databases and provides you with solutions that back up everything as often as you need, without compromising your efficiency.

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