SAAS BACKUP BRIEF

IN THIS ISSUE

sales@mydbsync.com | 1.877.739.2818

Myths vs Facts

SaaS Backup Misconceptions

SPOTLIGHT ARTICLE

Your SaaS Data May Not be Recoverable

75%

have lost critical data

According to Forrester, 75% of companies have experienced data loss to mission- or business-critical data.[3]

37%

believe data is protected by SaaS providers

According to ESG, 37% of companies believe that their SaaS provider is responsible for data protection.[4]

SaaS Data is Growing

Over the last ten years, SaaS has gained tremendous ground, growing from an aggregate of $12 billion[1] to $102 billion[2] in revenue. One of the drivers of this growth has been the migration from on-premise to cloud solutions as companies shift more of their workload to the cloud to meet data growth, modernization and digitization mandates.

SaaS SLAs Don't Guarantee Data Protection

One troubling and persistent misconception is the risk of and responsibility for SaaS application data loss. Data owners, SaaS subscribers, are responsible for safeguarding against data loss, not the SaaS vendor.

Vendor SLAs, generally, only recover data in the event of power failures, infrastructure failures and disasters that directly impact their operations.

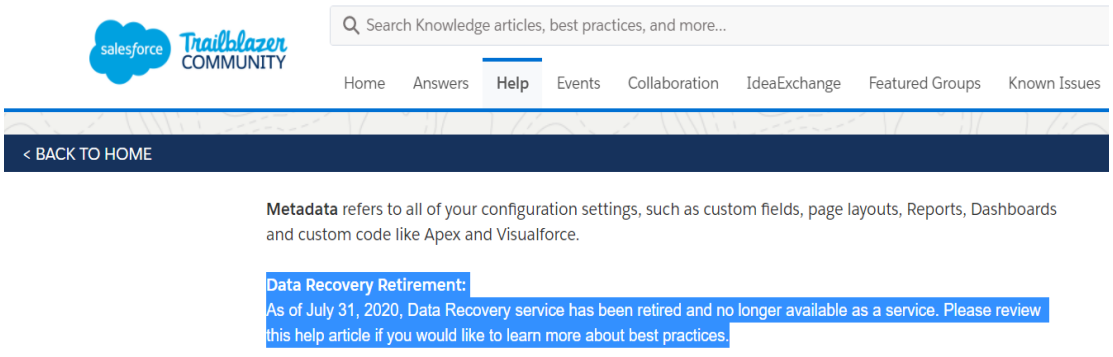
In the event of most data loss events, SaaS providers are not able to fulfill your data recovery requests. This includes Salesforce, who discontinued its service in July 2020 (see below image).

Backup Options for SaaS Applications are Maturing

SaaS vendors, such as Salesforce, Microsft and Google encourage subscribers to back up their data, usually pointing customers to their marketplaces and integration partners for a solution. The good news is that the number of SaaS backup options is growing.

Luckily, SaaS backup options are also maturing. Companies and their data stewards can now think of more than just quick and easy backups and recoveries. They can now, for example, replicate their data to meet both data recovery and data warehouse needs. This data can fuel on-premise and cloud-driven BI, AI and ML projects.

As of July 31, 2020, data recovery through Salesforce is no longer an option.
How will you bridge the gap?



ARTICLE

Recovery Time and Point Objectives (RTPO)

What is a Recovery Time Objective (RTO)?

A company's recovery time objective is the downtime the company believes it can tolerate before a significant disruption to its business operations. Some companies aim for zero to near-zero downtime as a goal. This ambitious goal requires leveraging technology to ensure quick recovery of data, including geographical failover.

What is a Recovery Time Objective (RTO)?

A company's recovery point objective is the amount of data loss a company believes it can tolerate before a significant disruption to its business operations. Again, some companies aim for zero to near-zero data loss as a goal. In those cases, companies can use technology to replicate data in real or near real-time to ensure recovery meets RTO mandates.

How to Set and Meet RTPO objectives.

When considering RTPO objectives, budget constraints are most likely top of mind. IT leaders can make the most of their budgets and resources by setting different recovery time and point objectives based on application priority. How do they prioritize?

In a recent survey by ESG, 57% of companies reported the "one-hour window" was the crucial time objective for mission-critical systems. Yet, they also reported different RPO tolerance levels based on the app, including:

- **Microsoft O365**, avg RPO 27 minutes
- **Netsuite**, avg RPO 44 minutes
- **Slack**, avg RPO 52 minutes
- **Salesforce.com**, avg RPO 30 minutes
- **Dropbox**, avg RPO 47 minutes

30 Minutes

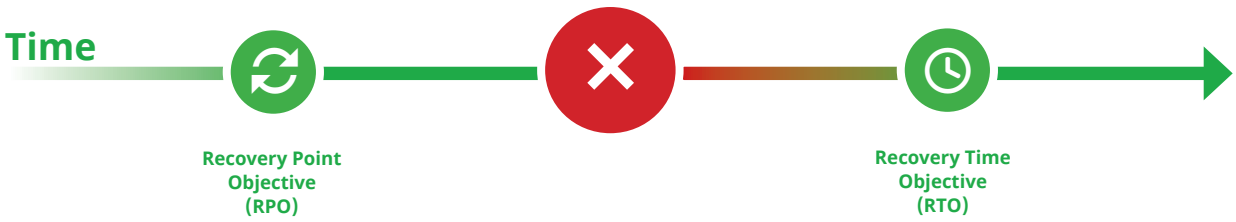
Salesforce data loss tolerance (RPO)

According to a Jul 2020 ESG report, the average SaaS RPO, data loss tolerance, was 30 minutes for Salesforce.[5]

45%

meet their RTOs most of the time

Also according to a Jul 2020 ESG report, 22% met their RTOs all of the time while 45% met them most of the time.



ARTICLE

Backup and Recovery KPIs

The rapid adoption of SaaS for an increasing variety of workloads is also causing rapid changes in the backup solutions landscape. These cloud data sources need to be incorporated into disaster recovery and compliance plans and leveraged for BI, AI and ML initiatives.

What are some key metrics?

Recovery time (RTO) and recovery point objectives (RPO) are a few KPIs included in business continuity plans (BCP). They answer how long (RTO) and how much data (RPO) a company can afford to lose before disrupting their business. See emerging KPIs in the below-highlighted maturity model.

What is your company's backup maturity?

A research and consulting firm, ESG, offers a Backup Transformation Maturity Model[6] to help companies and providers evaluate their current position and map their journeys towards automation. The model includes four stages plus a chasm that threatens transformation. Below are highlighted the KPIs for each stage of maturity.

KPIs by Backup Maturity Stage

1. **Baseline Stage**
   Measure RPO and RTO
2. **Cloud-enabled Stage**
   Measure RPO and RTO

3. **Intelligent Stage**
   Measure RPO, RTO, Time to Deployment and Compliance
4. **Automation Stage**
   Uptime in % and Redundancy Factor

RTO and RPO Insights

In a Jul 2020 ESG report, their survey found that only 1 in 5 companies met their RTO objectives all of the time, with 45% meeting them most of the time. Here are some more interesting insights[7]:

- SaaS comprises 32% of "mission-critical" applications/workloads
- SaaS RPOs, data loss tolerance, range by application with Office365 and Salesforce having the lease tolerance of 27 and 30 minutes
- 73% of companies have an RTO of 1 hour or less for mission-critical applications and yet 68% took 1+ hours to recover when an outage occurred
- 46% of companies test their backup and recovery plan every 3+ months

DBSync Product Features

	Database Replication	SaaS Application Backup
Ideal For?	Companies who want to: Reach near real-time Salesforce data Meet complex compliance requirements Easily populate data warehouses	Companies who want to: Having reliable Salesforce backups Meet compliance requirements
Supported End Points	SQL Server, MySQL, PostgreSQL, Oracle, IBM Db2, Aurora DB MongoDB, Cassandra RedShift, Snowflake, S3, Azure	DBSync Cloud Services
Quick & Easily Deployment	An intuitive GUI eliminates the need for manual coding. Be up and running in under 1 hour.	
Stay Compliant	Meet FINRA, SOX, CCPA, GDPR, HIPAA and other requirements while safeguarding historical reporting and audit data	
Meet Return Point Objectives (RPO)	Schedule replication jobs at the frequency you need to meet RPO or other data objectives.	Daily backups are automatically performed.
Meet Return Time Objectives (RTO)	Quickly restore your structured data from any end-point.	Easily discover errors and restore your data with push-button restore options.
Reduce Mundane and Repetitive Tasks	Use thoughtful, research-driven schemas and ERDs for all your sources. Save resources with connectors that automatically adapt to schema and API changes.	Automate daily backups, select partial or complete data sets, include standard and custom data
Easily Manage Sandboxes	Sandbox seeding and Sandbox replication support	N/A
API Support	API support through the Swagger API. Run modes include batch API and J2EE Web Server as well as EXE, Zip, Docker, AWS Images deployments.	N/A

Learn More About DBSync

Cloud Workflow (iPaaS)

Start integrating your CRM, accounting, eCommerce apps and databases with clicks, not code. Prebuilt templates and the easy-to-use interface will have you up and running within an hour. Have custom objects and need more flexibility? Build your own custom connector with the Advanced Setup Wizard.

Learn More

Database Replication

DBSync Replication empowers organizations to quickly replicate their data from Salesforce to popular relational databases and big data platforms. Easily, securely and efficiently move your data with minimal operational impact to meet your compliance, BCP and data warehouse requirements.

Learn More

SaaS Application Backup

Replace time-consuming backup processes with daily automated cloud-to-cloud SaaS backups for all your critical data, attachments, files and metadata. The platform also enables you to restore select or complete data sets, privacy "right to be forgotten" one-click data deletion and audit tracking.

Learn More

DBSync unleashes the power of Automation, liberating DataOps and DevOps from difficult, manual and repetitive tasks, giving organizations more time to pursue their dreams and achieve higher goals. The company develops and markets its data workflow, replication and backup solutions in partnership with leading providers of CRM, finance, ERP and eCommerce apps as well as SQL and NoSQL databases, data services and data platforms. With easy-to-use pre-built connectors and ETL capabilities, DBSync provides easy links between leading cloud-based and on-premise solutions, enabling better compliance, insights and decisions. The company has offices in Nashville, San Francisco and Bangalore, India. Learn more by visiting mydbsync.com.

sales@mydbsync.com **1.877.739.2818**

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Endnotes

1 Kanaracus, Chris. "Gartner: SaaS market to grow 17.9% to $14.5B." *ComputerWeekly.com*. Pub 27 Feb 2012. Retrieved 08 Feb 2021.

2 Gartner. "Gartner Forecasts Worldwide Public Cloud End-User Spending to Grow 18% in 2021."

3 Forrester Consulting. "Addressing Data Management Risks For The Public Cloud Era." *Forrester*. Pub 2018. Accessed 08 Feb 2021.

4 Bertrand, Christophe. "ESG Video Blog: SaaS Data Protection - The Big Disconnect." **ESG**. Pub 2020. Accessed 08 Feb 2021.

5 Bertrand, Christophe. "Real-world SLAs and Availability Requirements." **ESG**. Pub Jul 2020. Accessed 08 Feb 2021.

6 Bertrand, Christophe. "From Backup to Intelligent Data - Introducing a New Maturity Model." *ESG*. Pub 22 Jan 2019. Accessed 08 Feb 2021.

7 Bertrand, Christophe. "ESG Master Survey Results: Real-world SLAs and Availability Requirements." *ESG*. Pub 21 Aug 2020. Accessed 08 Feb 2021.