
AWS
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PRT048

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How to create a future-proof foundation for data protection

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Powered by AWS, OwnBackup is the #1 SaaS data protection platform



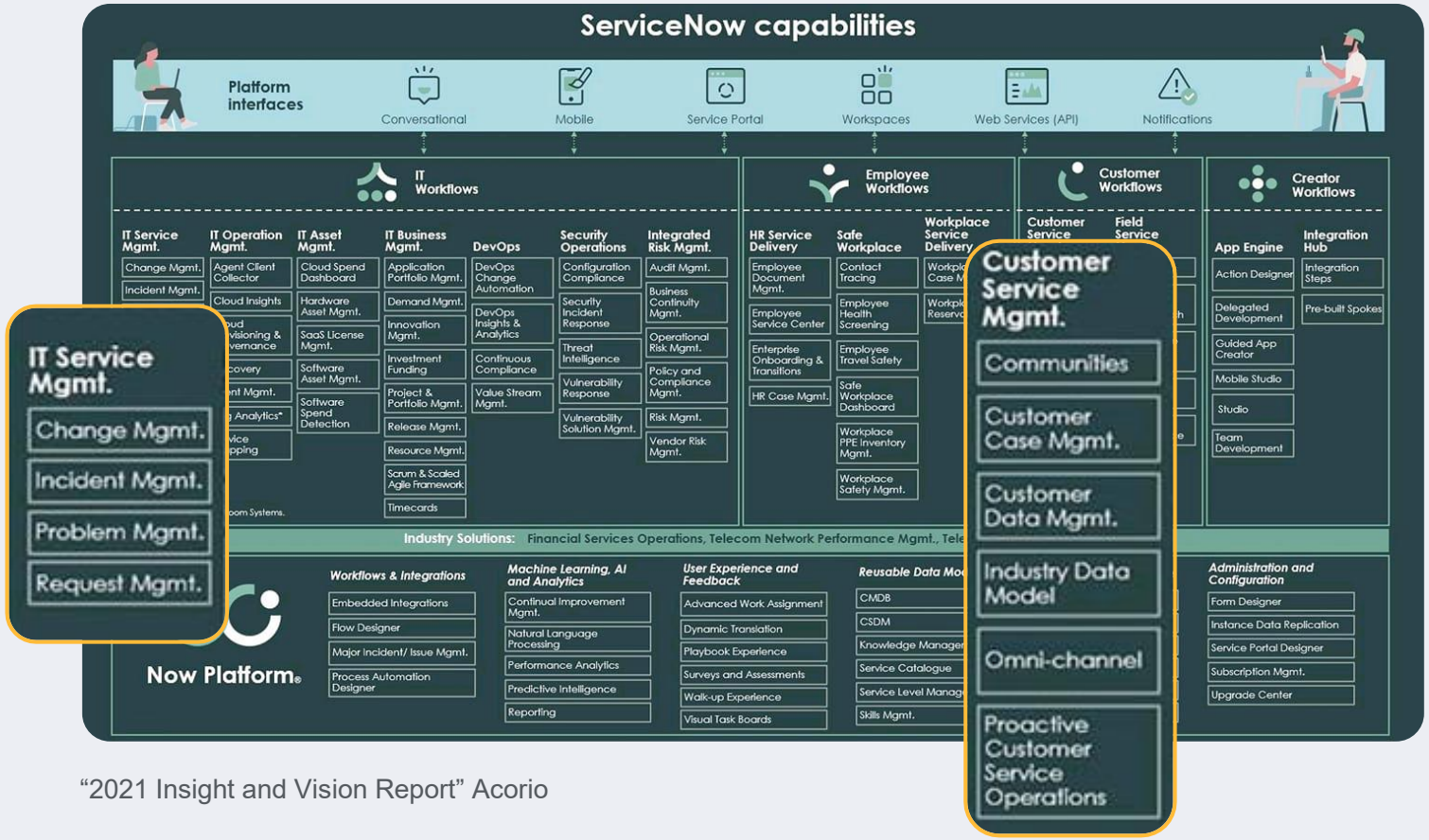
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SaaS Applications are Key Enablers of Business Innovation

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Not Just for IT Service Management

servicenow



"2021 Insight and Vision Report" Acorio

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Tools Extend Applications with Innovation…



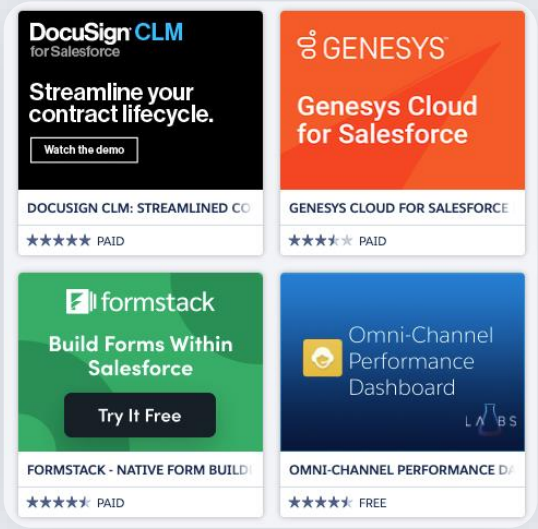
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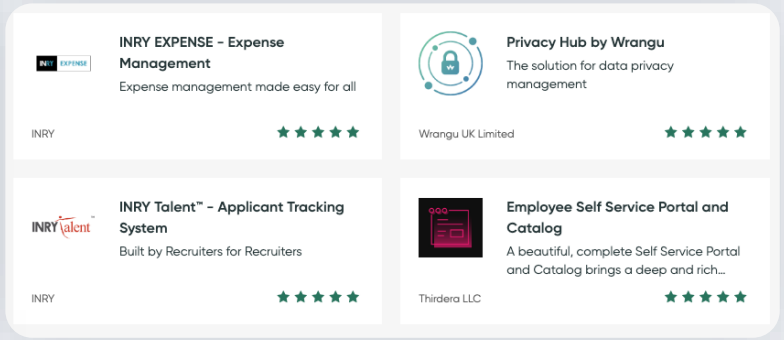
. . . as do Marketplaces

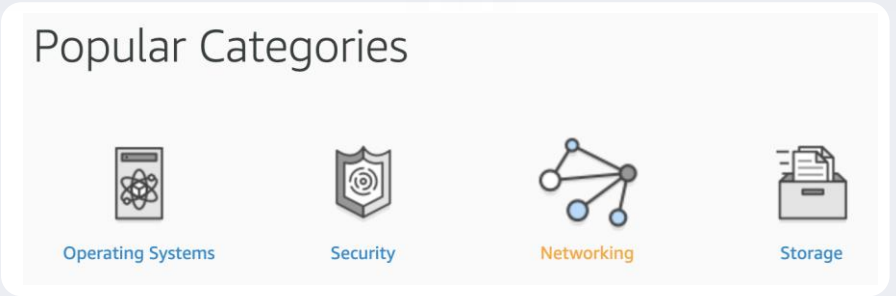
salesforce AppExchange

aws marketplace

servicenow | Store







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Innovation is Reshaping SaaS Data

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Volume, Velocity, and Variety Are Increasing . . .

42%

Average annual growth of data volume in SaaS application

2,200

Average number of fields with sensitive data in Salesforce

Average growth in OwnBackup customer production backup, 2021
“The Salesforce Data Risk Report,” OwnBackup, 2022
“The State of Ransomware Preparedness,” Enterprise Strategy Group, 2022

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. . . as are Risks

42%

Average annual growth of data volume in SaaS application

2,200

Average number of fields with sensitive data in Salesforce

31%

of initial points of compromise are application misconfigurations

Average growth in OwnBackup customer production backup, 2021
“The Salesforce Data Risk Report,” OwnBackup, 2022
“The State of Ransomware Preparedness,” Enterprise Strategy Group, 2022

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SaaS Data Protection is Your Responsibility

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Shared Responsibility Model

Cloud Service Provider

SECURITY **OF** THE CLOUD

- Configure, manage, and secure applications
- Network controls
- Host infrastructure



SaaS Customer

SECURITY **IN** THE CLOUD

- Data
- Endpoints (devices)
- Account access and management

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Will Native Capabilities Meet Continuity Needs?

> ServiceNow's Advanced High Availability (AHA) architecture is the primary means to restore service in the case of a disruption that could impact availability. However, in certain scenarios, it may be desirable to use more traditional data backup and recovery mechanisms. Such circumstances could be, for example, where a customer deletes some data inadvertently, or where a customer's data integration or automation is misconfigured or malfunctions, resulting in data being rendered unusable or inaccessible.
>
> — "Advanced High Availability Architecture," ServiceNow

Share of organizations unable to recover all their data after an incident

servicenow	78%
salesforce	76%

"SaaS Data Protection: A Work in Progress,"
Enterprise Strategy Group, 2022

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Securing SaaS Data is Complicated



300+ pages

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Securing SaaS Data is Complicated



300+ pages



84%

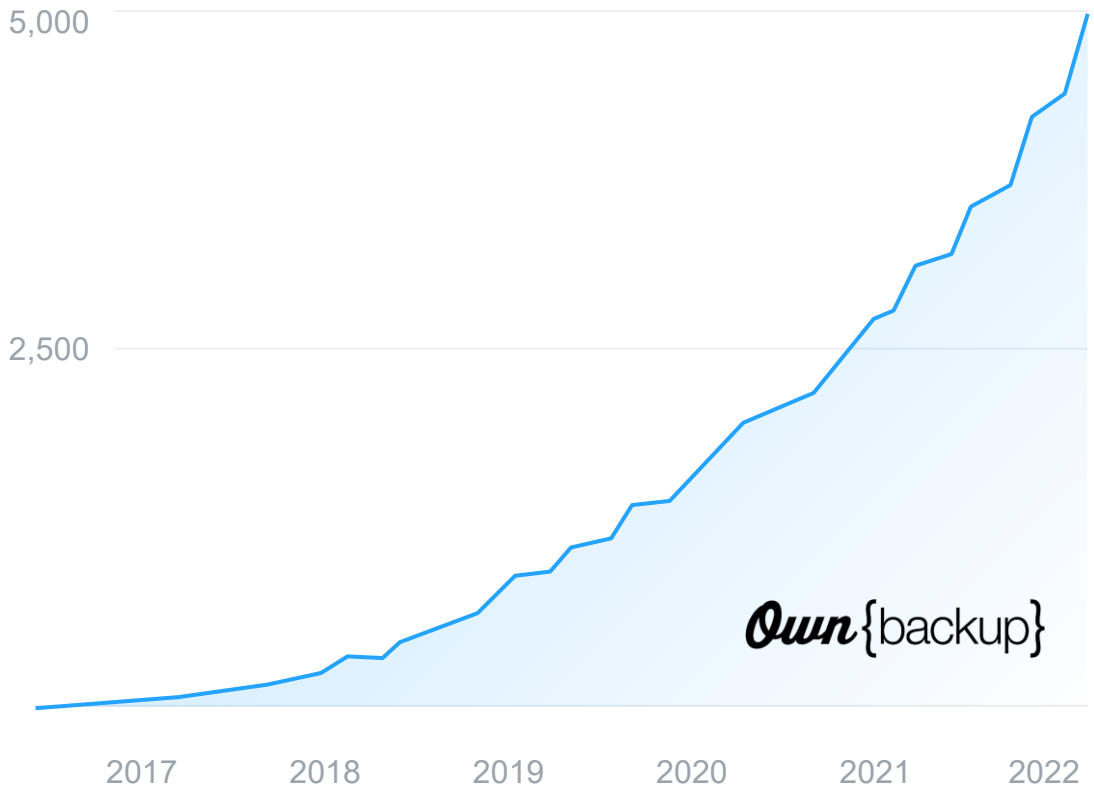
of Salesforce users have access to sensitive information

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Managing Data Protection Risks

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OwnBackup's SaaS Data Protection Platform



With over 5,000 customers across every industry, averting disaster and running faster

AECOM Allianz GE Humana logitech IHG HOTELS & RESORTS

servicenow salesforce Microsoft

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Protect Business Outcomes as Complexity Grows



- ServiceNow CSM integrated with customer systems
- Risk of data corruption from errors in configurations
- Recovery: Data not readily available, manual processes

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Protect Business Outcomes as Complexity Grows



- ServiceNow CSM integrated with customer systems
- Risk of data corruption from errors in configurations
- Recovery: Data not readily available, manual processes
- Proactive monitoring for data corruption
- Granular restore of records, relationships
- Protect configuration and instance changes with on-demand backups

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Focus Risk Reduction on the Right SaaS Data



- 12,000+ fields in SaaS application
- Poor visibility into sensitive PII data: where and who
- SaaS data exports create risk

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Focus Risk Reduction on the Right SaaS Data



- 12,000+ fields in SaaS application
- Poor visibility into sensitive PII data: where and who
- SaaS data exports create risk
- Fast classification of data by sensitivity
- Visibility into who has access to what: data and capabilities
- Regular review of overall posture as SaaS application evolves

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Future-proofing
Data Protection
Compliance
Continuity
Security



SECURE

Fortify data security

Strengthen security posture by identifying data exposure risks and proactively taking action



RECOVER

Eliminate data downtime

Protect data and metadata with comprehensive, automated backups and rapid, stress-free recovery



ARCHIVE

Simplify governance & compliance

Preserve data in archives with customizable retention policies and simplified compliance and reporting



SANDBOX SEEDING

Innovate faster with less risk

Seed data to sandboxes for faster innovation and ideal environments to safely develop, test, and train

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Thank you!



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