



# Salesforce Data Compliance and Protection

Bring the flexibility of a programmable  
data infrastructure to Salesforce

## Accelerate, Automate, and Secure Salesforce Data with Delphix

- » Protect Salesforce production data with automated backup and recovery
- » Find and mask sensitive data in Salesforce sandboxes to comply with GDPR, CCPA, and more
- » Automate delivery of production-quality data for complex integration testing
- » Provide fast and secure access to Salesforce data for business analytics

Salesforce is the world's leading customer relationship management (CRM) solution, providing best-in-class applications for sales force automation, customer relationship management, marketing automation, and sales compensation. The integrated platform unites marketing, sales, commerce, service, and IT teams, making the data residing in Salesforce mission-critical for efficient business operations and exceptional customer experience.

The Delphix Data Platform combines a programmable data infrastructure with data security, so businesses can further leverage and unlock the strategic value of Salesforce data.

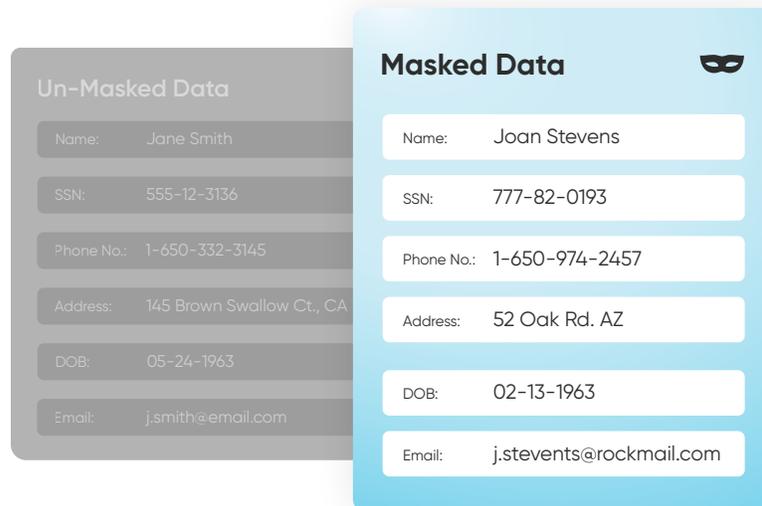
## Data Compliance for Salesforce Application Development

Application development teams create Salesforce sandboxes for development, testing, and user acceptance. With privacy regulations like GDPR and CCPA, however, companies can no longer use personally identifiable information in these lower level environments.

Failing a compliance audit can result in interruptions to business operations as well as fines. For example, CCPA fines \$2,500 per data violation for California residents (1K CA residents x \$2.5K = \$2.5M), and GDPR, which applies to EU citizens, fines up to 4% of revenues.

Manual masking processes and home grown scripts are slow and error-prone, and can't keep pace with continually evolving privacy regulations. Personally Identifiable Information can easily leak into test environments, compromising security and compliance.

Delphix automatically identifies and masks sensitive information before loading data into Salesforce sandboxes, eliminating compliance risk. Consistent masking across different tables and databases maintains referential integrity to ensure accurate and comprehensive testing in integrated environments.



**Figure 1.** Delphix masking transforms sensitive data values into fictitious, yet realistic data values.

## Enhance Production Resiliency with Automated Backup and Restore

Delphix offers a comprehensive backup and recovery solution with manual or automated scheduling. Rapid access to a continuous history of change in Salesforce data helps minimize business impact when production issues arise. Application teams can quickly provision test environments, then time travel data for faster root cause analysis and recovery from development or customization errors. Space-efficient virtual clones also reduce storage requirements for data archiving.

## Multi-Cloud Integrated Testing with Salesforce

Salesforce is mission-critical, and deeply embedded in other systems and databases that may include relational databases, NoSQL, mainframe, or even PaaS databases in the cloud. Given the size and scope of an enterprise application stack, it can be challenging to properly test transactions that traverse these interconnected systems. Providing production-quality data for integration testing can take weeks to months to provision.

Delphix efficiently provisions and syncs data sources across a multi-cloud landscape, or from on prem data centers to the cloud. Delphix APIs automatically store, mask, and provision Salesforce data for complex environments for systems integration testing (SIT) or user acceptance testing (UAT).

This coordination is also reflected in data masking rules, where referential integrity is preserved across these diverse datasets so that comprehensive test cases and transactions can be thoroughly validated while remaining secure.

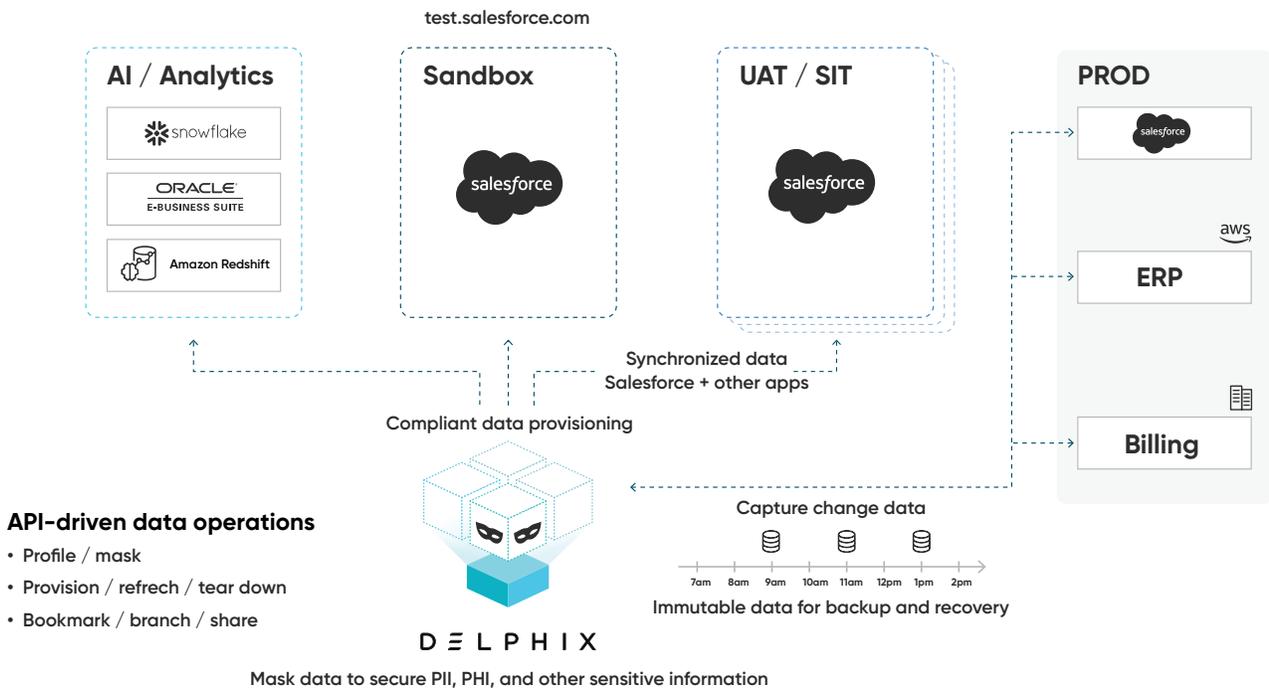
Combining these advanced, API-driven capabilities dramatically accelerates application releases where Salesforce data needs to be integrated.



# Analytics and AI/ML for Salesforce

The data in Salesforce is a critical component for business intelligence and for AI/ML training and modeling. Delphix automates data access to both full production data as well as data anonymized using the Delphix masking algorithms.

Data analysts and scientists can securely and easily access data in Salesforce to facilitate analytics that are critical to increasing sales, improving customer satisfaction, and reducing churn.



**Figure 2.** Delphix virtualization and masking delivers secure data in minutes for Salesforce application development and testing.

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D E L P H I X

[www.delphix.com](http://www.delphix.com)

Delphix is the industry leader in programmable data infrastructure. Delphix automates the biggest constraint in digital transformation programs—the data. With our multi-cloud data platform, enterprises modernize legacy apps 20% faster, migrate to the cloud 30% faster, and release software 50% faster, while maintaining compliance with GDPR, CCPA, HIPAA, and other data privacy regulations.

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