Matt Carstensen, Senior Solutions Engineer, Odaseva

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Federal News Network: Tell us about your app.

Matt Carstensen: Odaseva is the leading enterprise data protection platform for Salesforce. We offer government agencies and the federal community the most powerful and secure tools available to solve the problems at the foundation of the Salesforce data value chain: backup and restore, data archiving, data compliance, and data automation.

Furthermore, we're building out a GovCloud platform that is built on a) the FedRAMP-authorized Salesforce GovCloud and b) the AWS FedRAMP version to provide an end-to-end government-focused solution.

While agencies can perform the most basic backup functions like weekly data exports with relative ease, it isn't comprehensive enough, especially for large enterprises whose data is mission critical. That's where Odaseva comes in. Salesforce platform owners in the public sector must be able to protect and secure sensitive data.

If I look at the data in these large government organizations at both a federal and state level, they are tied to the people their organizations serve. They store sensitive data about their constituents, like personally identifiable information (PII) and protected health information (PHI). We have to worry about safeguarding all of that sensitive data, not just in production, but in backup files and in sandbox environments. This way if someone makes incorrect changes or deletes important data, how quickly can we restore the correct data?

Corrupted or unavailable data directly impacts citizens and users of government agency services. And so Odaseva started off very focused on the ability to backup and restore records, objects, fields and their relationships back into Salesforce. Odaseva was designed by Salesforce data experts to handle large data volumes and complex data models. As the requirements for customers have changed, we've expanded into new areas of data protection. For example, one of our key strengths is sandbox seeding and masking.

Many federal and state organizations have questions that need answers when it comes to managing their Salesforce data. How do Salesforce users archive data that is no longer needed? How do they comply with regulations such as those from the National Institute of Standards and Technology or in the California Consumer Privacy Act? That's why we at Odaseva consider the data management lifecycle.

Odaseva helps organizations comply with the strictest data regulations and guard against data failure — all with precise control on a field-tested platform to scale with ease. And we deliver this with the strongest data security features that exceed the requirements of even the most complex, highly regulated businesses in the world.

Federal News Network: Why should government organizations use Odaseva?

Carstensen: Compliance, complexity and protection. What do I mean by that?

Federal agencies are required to align with NIST 800-53 controls where possible. NIST 800-53 Control CP-9 requires backup — daily incremental, weekly, full — of user-level data, i.e., Salesforce data. Odaseva allows agencies and federal community commercial customers to solve for CP-9 for their Salesforce data.

By default, Salesforce doesn't cover these requirements. But Odaseva, as a Salesforce data management platform, can help government organizations meet those requirements and make sure that they comply with all the controls that they are required to.

It becomes extremely important for these organizations to really make sure that they are adhering to those security standards. Because

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of the type of data that sits in their Salesforce environment, the type of data that they control is extremely important and sensitive. They need the ability to not just take that data and secure it, but to do it in a method in which backups are encrypted and protected. But more important, besides encrypting, protecting and securing data,

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Odaseva is built specifically to address the needs of Salesforce public sector customers.

We provide a Zero Trust approach to protecting data on a single powerful platform.

BACKUP & RESTORE
The fastest time to recovery, with unrivaled API performance tuned by experts.

DATA ARCHIVING
Maintain data integrity and performance to keep pace with the real-time data.

DATA COMPLIANCE
Ensure data compliance at scale with sandbox data masking, data residency, and more.

DATA AUTOMATION
Build your own automation with 40+ secure data operations including sandbox seeding and cloud replication.

Odaseva helps government organizations guard against data failure by enabling organizations to restore their data to align with recovery time objective (RTO) and recovery point objective (RPO) requirements.

The other reason government organizations use Odaseva is that it was built to handle large data volumes and complex data models. The way that data is used and the interactions captured inside Salesforce create large and complex environments. We're seeing a lot more growth in these Salesforce organizations.

It's not just about the backup, but where the data is going. What is being done with the data? How much data is necessary to store? Where does the data need to be? All of these things that are traditionally inside Salesforce are sometimes forgotten. So now we have to start to work with organizations that have very complex requirements like deep parent-child relationships — sometimes 10 to 20 levels or more.

Odaseva was designed and built to handle large government data volumes as it relates to protection of user data and backup, complexity of Salesforce data and schema, and providing insurance by enabling organizations to restore their data and control against data loss.

Federal News Network: What are the benefits your company has received from being in the AppExchange?

Carstensen: Most of my background is traditional data center and cloud solutions where backup and recovery has been around for upward of 50 years. But being in the AppExchange has really raised the level of visibility of backup and restore being necessary for data protection and business continuity. So as organizations begin to identify potential solution providers, one of the first places they look is the Salesforce AppExchange.

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Prospective customers want to see reviews, how often an app is installed and how other customers have leveraged the solution and the successes that they've had with it. All of those points start to give them a comfort level with the fact that our solution has worked for Salesforce orgs with data volumes or complexity like their own.

Every org is different, seeing repeated success will often let customers know they aren't alone. That helps us deliver our message on why backup and restore is important, which is still a conversation that we have today. Appearing somewhere they are familiar within the Salesforce ecosystem and knowing they can find the right solution provider for them ultimately helps in the buying process.

Federal News Network: What's unique in the integration and benefits of Odaseva?

Carstensen: Odaseva is unique in three ways.

The first is the configurability of our platform. Once you step into traditional backup and restore, what application programming interfaces or APIs are you going to use? How are you going to access that data? How frequently do we need to back that data up and restore that data? What transformations do we need? How do you visually see the relationship

between objects? These are things that are shown very well inside of our data set designer.

That configurability means that we can meet needs based on different organization sizes. So, the larger orgs may have more object relationships, while the smaller orgs may not have as much data, but they may have some of those complex relationships. The need to really be a security-focused vendor helps customers understand that, first and foremost, it is their data. We are here to have a completeness of restore of that data that actually provides insurance versus having that data buried somewhere they cannot access it, and we want to be good stewards of the protection and security of the data just as much as they do.

Second is the functionality in our platform. At Odaseva, we very much have a foot in what your organization needs to do today. But we are also innovating into where we see data transformation going, where we see Salesforce use cases moving. And so to be inside of an organization that can handle all of your needs today — while also trying to innovate by further increasing the speed of our solution and the measurable value that our solution provides (for example, RTO/RPO and restore accuracy), and talking to other organizations about where they see their data going and where they see their data moving — becomes extremely invaluable to organizations because they may not be as far along as others in their journey.

That said, we all know that eventually everyone is going to have to be there. And so to be with an organization that's going to continue to innovate at that level and add new functionality along the way is extremely invaluable. Because then an agency can make one purchase, continue to renew that purchase and start to see new features and subsets of features roll out that they don't need to make changes to on the back end. That is a huge advantage.

Lastly, there's data automation and repeatability. To do these things, to template these things so that an agency knows that whether it is any of the 10, 15, 50 — or whatever it may be — employees who run and support the solution, that no matter who's running it, it's always going to provide consistent performance. By automating and scheduling these things, the agency can get ahead of issues before they arise because any potential slowdowns or issues impact every user of the system. By automating that level of data, Odaseva is really helping organizations stay lean and perform well.

Federal News Network: Can you share any real-life examples of how Odaseva benefits government organizations?

Carstensen: Most of the examples come from a security standpoint. While I'm not able to publicly disclose many of them, one specific example is our work with the New South Wales, Australia, government. Its challenge was to maintain compliance while protecting customer data. Transport for NSW has several organizations that have very complex data models.

The customer relationship management team sought an enterprise-grade Salesforce data management solution and while two potential providers met the criteria, Odaseva went above and beyond the basic requirements. Odaseva enabled Transport to realize more cost-effective data protection and faster development.

Many government organizations have looked at how they back up data and secure their data. What Transport for NSW realized is that the way its organizations were handling the data wasn't secure. It didn't match up with some of the requirements the Transport team had.

One of the things that Odaseva does as part of a backup is when we take that data and back it up, it gets encrypted with AES 256-bit encryption. Plus,

there's the added protection of allowing customers to bring their own keys. Each customer's key protects that customer's own data. Odaseva has no access to that data since we don't have access to a customer's key.

When we talk to chief information security officers and other security-focused individuals in those types of organizations, their main focus is always, "How do we secure that data inside *and* outside of Salesforce?"

Obviously with field-level encryption and things like access to fields and data, customers are more comfortable with the data security inside of Salesforce. But what about the data once it is backed up? The data must continue to be secure.

We have some of the most security-focused customers in the Salesforce ecosystem that trust us to secure data in backups. The other portion, when we're talking about automation, is the ability to make everything repeatable, to schedule backup so it's not a process in which the user needs to read a document and follow 10, 15 or 50 steps, whatever it may be. What they've really said is that the ability to be automated, schedulable and flexible allows them — as their needs change, as they grow the organization or they add a new custom object or another app — to be certain that their data is automatically backed up and added. There is nothing that they need to do on their end to do that. As the needs of these organizations change, they are very comfortable with how Odaseva continues to innovate with a security-first mindset.

Federal News Network: Is there anything else you want to share?

Carstensen: Another key advantage to our solution is our Managed Backup Services team. Because backup and recovery are relatively new to some organizations, sometimes folks have to learn how to backup and how to build the plan.

Our Managed Backup Services team works with customers to understand their data environments and specific needs. They are the ones that build out the plan and are responsible for the success of that plan on a daily basis. When you talk to most of the Salesforce users in these roles, they have countless projects and expectations placed on them. So anything that they do, they want to simplify processes, and they want to streamline things. And so any moment that they're spending on backup and troubleshooting whether a backup has run successfully or completed successfully, it upfront doesn't necessarily add what I would call organization or business value.

It's not that it's not important. It's very important in those moments when things go wrong. But sometimes it's hard for organizations to necessarily see that until they hit that moment. And so Odaseva Managed Backup Services really help folks not have to be experts. We can ease you into that growth, and we can help along the way with that training. Any work that we can take off their plates frees up their time and enables them to tackle other important tasks. 🔁

❖ **Get a quick overview of Odaseva's data protection services for the enterprise in this** one-sheeter**, and learn more about its integrated Salesforce features in this Odaseva** security capabilities guide**.**