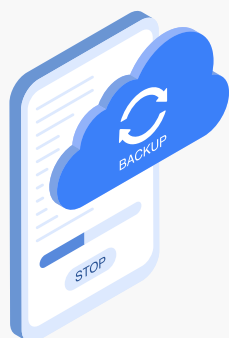




Myth vs. Fact: Salesforce Backup & Recovery

Salesforce Backup Isn't Optional – But It's Also Not One-Size-Fits-All.

There's a lot of misinformation out there about Salesforce data protection. We're here to set the record straight – so you can make smarter, more secure decisions about your data.



MYTH #1:

"Salesforce already backs up our data."

FACT: Salesforce does not offer native, real-time, restorable backups. While Salesforce offers some platform-level redundancy, it doesn't protect against human error, integration mistakes, or malicious deletion. You're responsible for your own backup and restore strategy.

MYTH #2:

"I can just use Salesforce's Recycle Bin or Data Export tool."

FACT: These tools are limited, manual, and not reliable for full backup and recovery. The Recycle Bin only stores certain deleted records for 15 days, and the Data Export tool is weekly or monthly – with no metadata or restore capabilities.



MYTH #3:

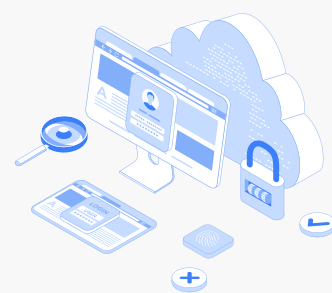
"Daily backups are enough."

FACT: Data changes constantly – and daily backups can leave you exposed. If something goes wrong at 3 p.m., but your last backup was at midnight, you've lost nearly a full day of data. Sesame Software provides **near real-time protection**.

MYTH #4:

"Vendor-hosted backup is the only option."

FACT: With Sesame Software, you choose where your data lives – cloud, on-prem, or both. Other tools lock you into their storage. Sesame Software gives you freedom and control.



THE TRUTH?

A modern Salesforce backup solution should be flexible, fast, and built for admins – not gated behind sales calls and limited feature sets.

Ready to see what backup should look like?

[Talk to a Data Expert](#)

[Start a Free Trial](#)

About Sesame Software

Sesame Software is the Enterprise Data Management leader, delivering data rapidly for enhanced reporting and analytics. Sesame Software's data platform offers superior solutions for data warehousing, integration, as well as backup, and compliance to fit your business needs. Quickly connect to SaaS, on-premise, and cloud applications for accelerated insights. Learn more today!