

The 3 Rs of Modern Data Resilience:

Setting the Stage for Agentforce

Agentforce success relies on resilient data. Without it, your organization faces risks like data loss or corruption, sluggish org performance, and stalled innovation. Learn why reliable, relevant, and ready data is the key to driving Agentforce innovation and long-term business success.

Top 3 Priorities for Analytics and IT Leaders

1

Improving data quality

2

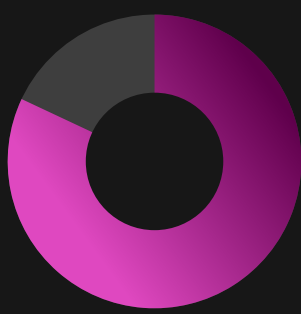
Strengthening security

3

Building out AI capabilities

Data Reliability: Building a Foundation of Business Continuity

Without reliable data, the risks of data loss, corruption, and downtime can derail Agentforce innovation and business continuity. Security threats are growing, and teams are struggling to meet the demand for both business agility and robust protection.



82%
of workers cite accurate and secure data as critical for building trust in AI.

How To Ensure Data Reliability

1. **Automate Backups:** Implement automated, regular backups to minimize human error.
2. **Test Recovery Plans:** Test your disaster recovery plans annually to ensure system readiness.
3. **Proactively Monitor Data:** Monitor systems proactively for unusual activity to catch issues early.

Data Relevance: Optimize Performance and Unlock Insights

Irrelevant and outdated data drive up storage costs, slow down org performance, and hinder effective decision-making. AI models and business strategies need high-quality, relevant data to drive actionable insights. Yet, many teams struggle with managing data volume and quality.



The top barriers to effectively using data are security threats and overwhelming data volumes.

How To Maintain Relevant Data

1. **Archive Obsolete Data:** Regularly audit your data to identify and archive outdated or unused information to reduce costs.
2. **Automate Archiving:** Implement automated archiving to reduce costs and manual effort.
3. **Use Data for AI Insights:** Leverage archived data for long-term analytics, compliance, and trend identification.

Data Readiness: Activate Time-Series Data for Innovation

Time-series data is key to unlocking patterns and trends for advanced analytics. However, time-consuming and complex preparation processes prevent teams from maximizing its potential. Without seamless integration into platforms like Data Cloud, AI initiatives stall, and innovation falls behind.



55%
of IT leaders say their organization needs accurate, complete, and unified data to use AI successfully.

How To Get Data AI-Ready

1. **Leverage Time-Series Backups:** Prepare time-series data to identify trends and power predictive models.
2. **Unify Data:** Integrate siloed datasets to create a single source of truth for analytics.
3. **Automate Data Preparation:** Use automation to streamline data preparation, saving time and reducing errors.

Ready to implement the three key pillars of modern data resilience?

Download our playbook to learn how Owun's solutions can help you drive Agentforce innovation and long-term business success with reliable, relevant, and ready data.

[DOWNLOAD PLAYBOOK](#)

Sources

1. (State of Data and Analytics Report, 2023)
2. (Your Data, Your AI Study, Salesforce, 2024)
3. (Generative AI in IT Survey, Salesforce, 2023)