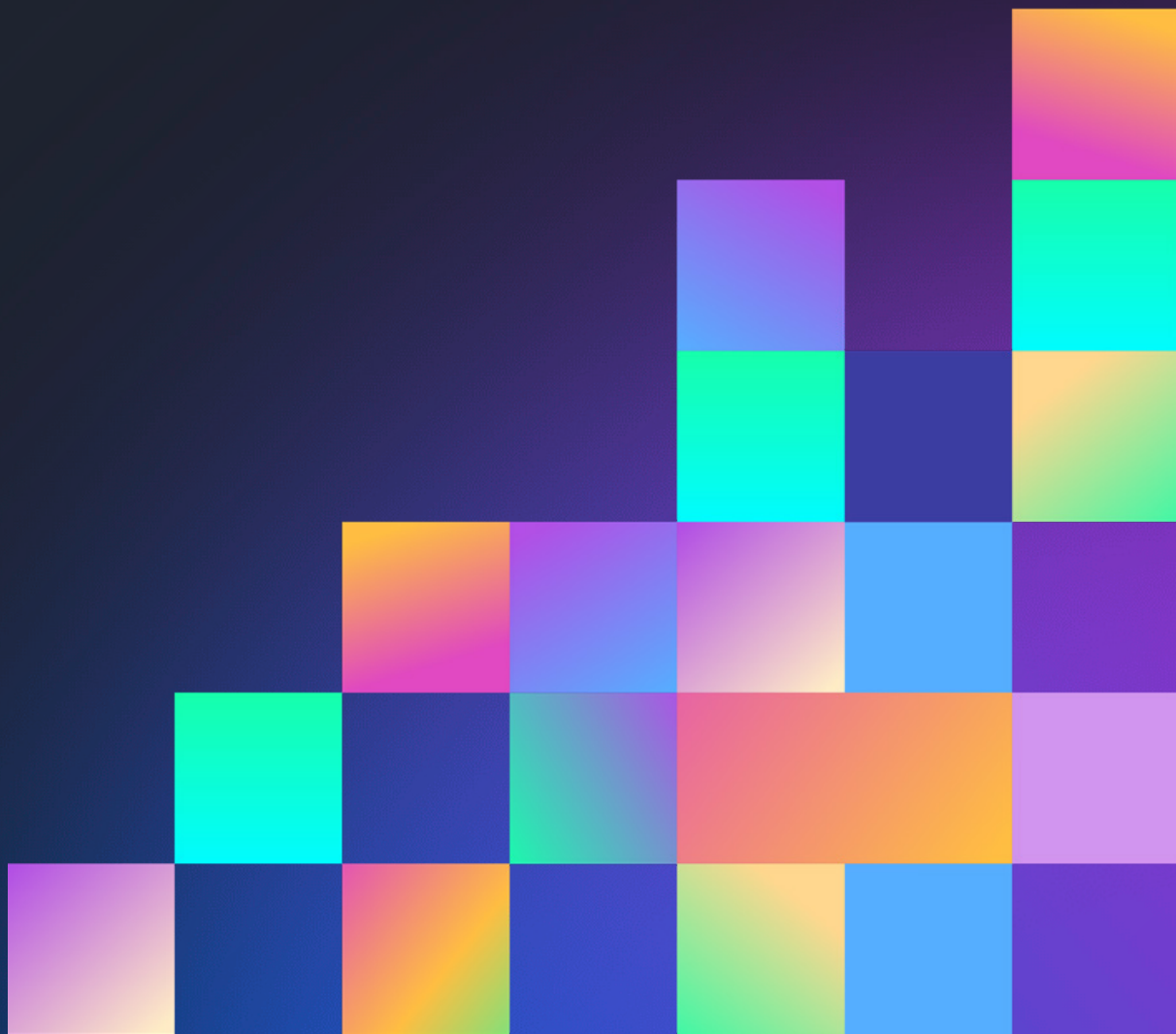




Salesforce Data Resilience:

How to Build a Foundation for Agentforce Success





from Salesforce

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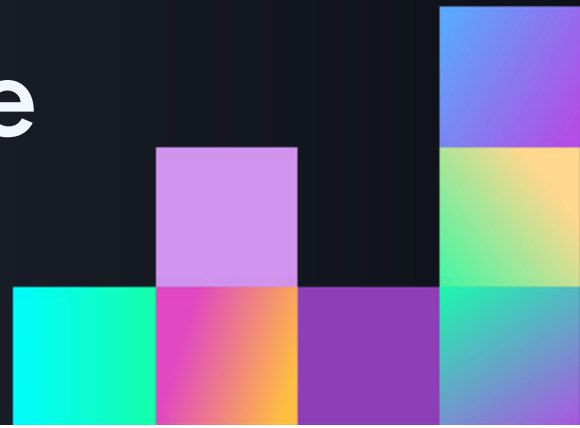
Every groundbreaking innovation rewrites the rules, and Agentforce is no exception. Yes, it's transforming how we work. But it's also challenging us to rethink some of our core assumptions when it comes to data.

Take resilience, for example. In the past, data resilience meant safeguarding data from loss or breaches. This might have been enough when data was static and stored in data centers. But today, data is dynamic—constantly changing, analyzed, and driving real-time decision-making. In this context, the traditional concept of resilience feels outdated.

Nowhere is this more evident than with Agentforce, Salesforce's AI-powered solution that automates everyday business tasks using autonomous agents. While the potential of Agentforce is massive, data is still the foundation of any successful AI system. However, not just any data will do. You need fresh, quality data that can be easily accessed. You need **resilient data**.

In this guide, learn how the definition of data resilience has evolved, why it's essential for Agentforce's success, and the steps Salesforce admins and platform owners can take to build a resilient data strategy using the three R's of modern data resilience.

How data resilience has evolved



Historically, data resilience was synonymous with data protection. Ensuring your data was resilient meant backing it up, having a disaster recovery plan, etc. The priority was minimizing the impact of a data incident.

More recently, a shift from data protection to cyber resilience began when businesses realized that simply recovering from an incident wasn't enough. As threats became more frequent and sophisticated, and the potential impact of a data loss grew, organizations began focusing on preventing data loss incidents from happening in the first place, not just recovering after the fact.

Traditional data resilience	Modern data resilience
Focuses on protection	Focuses on protection and activation
Designed for static data	Designed for dynamic data
Prioritizes backup and recovery	Prioritizes reliability, relevance, and readiness
Goal: Minimize downtime	Goal: Enable innovation

But even cyber resilience isn't enough in today's world of AI, automation, and real-time analytics. While the strategies above are still vital, they don't address helping organizations use their data as a strategic asset. Data is now a competitive advantage. It's not just something you protect; it's something you leverage.

Innovations like Agentforce demand a new definition of resilience, which we introduce in this guide. But first, let's look at the risks of NOT having resilient data in the Agentforce era.

Top data risks that can stall Agentforce momentum

01

Innovation stalls due to data loss or corruption

Imagine you're gearing up to launch your first Agent in Salesforce, and suddenly, a rogue integration wipes out critical data. Or worse, human error leads to permanent data loss. These disruptions aren't just inconvenient. They can stall innovation, erode trust in your Agentforce outputs, and cost your business valuable time and resources.

Did you know?

Own customers undertook 18,000 data restoration jobs—an average of over 1500 a month—in 2023.

OWN INTERNAL DATA

02

Performance degradation from data bloat

Salesforce should be your team's source of truth, but over time, it can become cluttered with unused, outdated data. Eventually, this can lead to slower performance, frustrated users, and unmanageable storage costs. And when your systems slow down, so does your ability to innovate.

78%

of analytics and IT leaders struggle to drive business priorities because of data volume and quality issues.

SALESFORCE'S STATE OF DATA AND ANALYTICS REPORT, 2023



03

Missed opportunities from unready data

AI like Agentforce thrives on patterns and trends. The challenge is that those insights come from time-series data, which is often siloed, trapped in backup systems, or scattered across platforms. Unlocking it takes time and effort, and by the time it's ready, it may already be out of date.

41%

of businesses say they face challenges accessing the data they need when they need it.

TALEND DATA HEALTH BAROMETER, 2022

04

Increased exposure to security and compliance risks

With more data comes more responsibility. Regulatory requirements are always evolving, and cyber threats are growing more sophisticated. Organizations risk non-compliance, data breaches, and interrupted innovation without a proactive approach to monitoring, securing, and protecting sensitive data.

IT leaders rank security threats as their #1 challenge.

SALESFORCE STATE OF IT REPORT, 2023

05

Inability to scale AI and advanced analytics

AI success depends on accurate, unified data. Yet many organizations struggle with fragmented or outdated datasets that lead to skewed insights and slow adoption of AI models. Agentforce can't deliver on its potential without high-quality, integrated data.

54%

of AI users say they don't trust the data used to train their systems.

SALESFORCE'S YOUR DATA, YOUR AI STUDY, 2024

Data resilience for the modern era

Building resilient data in today's landscape isn't a one-time project. It's an ongoing strategy prioritizing three key pillars: reliability, relevance, and readiness.

01

Data reliability: The foundation of business continuity

When systems go down, the clock starts ticking. Every second of downtime means lost productivity, delayed projects, and stalled innovation. Having **reliable data** prevents disruptions that could derail Agentforce and other initiatives. Data loss or corruption from human error, rogue integrations, or cyber threats can have lasting impacts on business operations and innovation.

How Own Recover helps

- ✓ Automated backups to prevent data loss
- ✓ Seamless recovery tools to reduce downtime
- ✓ Proactive alerts to catch unusual activity early

92%

of analytics and IT leaders say trustworthy data is needed more than ever.

SALESFORCE STATE OF DATA AND ANALYTICS
REPORT, 2023

02

Data relevance: Optimize performance and unlock insights

Not all data is created equal. The key to driving meaningful insights is keeping what's useful (**relevant**) and removing what's not. Irrelevant data clogs your org, inflates costs, and slows performance. But with archiving, you can reduce clutter, improve system efficiency, and unlock the value of archived data for compliance and analytics.

How Own Archive helps

- ✓ Archive obsolete data to reduce costs
- ✓ Automate archiving to eliminate manual effort
- ✓ Leverage archived data for AI-driven insights

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

SALESFORCE STATE OF DATA AND ANALYTICS REPORT, 2023

03

Data readiness: Activate time-series data for innovation

Your backup data holds hidden value. **Ready data** transforms raw information into actionable insights. Time-series data is valuable for uncovering trends and driving advanced analytics, yet accessing and preparing it can be challenging.

How Own Discover helps

- ✓ Integrate backup data with Salesforce Data Cloud
- ✓ Automate data preparation for real-time insights
- ✓ Empower AI initiatives with high-quality, actionable data

55%

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

SALESFORCE GENERATIVE AI IN IT SURVEY, 2023



from Salesforce

5 steps for building a resilient data strategy

01

Assess your current org data resilience

You can't fix what you don't know is broken. Before you implement any changes, take a hard look at your current Salesforce environment. How prepared is your data for using Agentforce?

Think of this as your baseline check-up. You wouldn't launch a new initiative without first knowing the health of your systems, and the same goes for your data.

What to look for:

- Are your backup and recovery tools covering all mission-critical data?
- Where are you most vulnerable to data loss, performance issues, or compliance risks?
- Do you have a tested disaster recovery plan in place?
- Is your data well-organized, or are you drowning in outdated, irrelevant records?



Pro tip

Use Own from Salesforce's automated reporting tools to run a comprehensive data health check. It will surface vulnerabilities and give you a clear picture of your org's resilience status—so you know exactly where to start.



from Salesforce

Implement full-org protection and rapid recovery

You've likely heard the phrase, "It's not a matter of if data loss will happen, but when." That's the reality of today's digital world, especially with complex Salesforce environments where constant risks include human error, rogue integrations, and cyber threats.

But data loss doesn't have to mean disaster. The key is full-org protection and rapid recovery.

By "full-org protection," we mean implementing a solution that protects your data, metadata, files, attachments, and sandboxes. Because when something goes wrong, piecemeal recovery won't cut it. You need every piece of your org back precisely as it was, as quickly as possible.

Where to start:

- Ensure your backup and recovery solution covers all mission-critical elements in Salesforce.
- Choose a tool that allows for granular recovery to restore exactly what you need without overwriting recent updates.
- Regularly test your recovery processes to make sure they actually work when it counts.



Pro tip

With Own Recover, you get full-org backup and recovery capabilities that you have complete control over. Recover makes it easy to restore your data quickly without the guesswork.

Optimize performance with intelligent archiving

Performance issues aren't just annoying, they're a roadblock to innovation. A slow org means slow users. Slow users mean slow insights. And slow insights mean missed opportunities.

This is where archiving can help.

Archiving doesn't mean you're throwing your data away. Instead, you're storing inactive or obsolete data in a way that keeps it accessible when you need it but out of your day-to-day CRM, so it doesn't clog up performance.

Where to start:

- Identify inactive records that no longer serve a purpose in day-to-day operations.
- Set up automated archiving policies to regularly move obsolete data out of active storage.
- Ensure archived data is still accessible for audits, compliance, and strategic analysis.
- Delete obsolete data that no longer serves a business purpose or meets the criteria defined in your retention policies.



Pro tip

Own Archive makes archiving seamless. Our automated policies remove the manual effort from the process, so your team can focus on innovation instead of cleanup.

Activate backup data for advanced analytics

If your backup data is just sitting there, unprepared and untouched, it's not doing you any good. Your backups can-and should- be more than just a safety net. Time-series backup snapshots are essential for identifying trends, improving forecasting, and powering Agentforce's predictive models.

To unlock data's value, you must activate it—turning raw backup data into actionable insights.

Where to start:

- Integrate your backup data with Salesforce Data Cloud.
- Automate the data preparation process to reduce manual effort and get faster insights.
- Use time-series data to uncover trends that provide Agentforce with greater context.



Pro tip

Own Discover makes activating time-series data easy. We automate the process of preparing backup data for analysis so your team can move from data to insights faster.

05

Establish a culture of data governance and monitoring

Even the best data strategies will fail without ongoing governance. It's like having a well-organized filing system. Data governance isn't about creating more red tape. It's about ensuring your data remains reliable, relevant, and always ready.

Where to start:

- Create policies for data classification, retention, and access.
- Regularly monitor your data environment to catch potential risks early.
- Train your teams to follow best practices in data management.



Pro tip

Own Secure's dashboards give you full visibility into your data environment, making it easier to track performance, enforce policies, and identify risks before they escalate.



SUCCESS STORY

How OLX strengthened data resilience with Own from Salesforce

Global online marketplace OLX faced significant challenges as its Salesforce data grew. Rapid data expansion led to approaching storage limits, system performance issues, and inefficient manual recovery processes, jeopardizing operations.

To address these challenges, OLX partnered with Own to implement a comprehensive data management strategy.

As a result, OLX transformed its approach to data management, achieving cost-effective storage, improved compliance, reliable data recovery, and enhanced scalability to support its growing global marketplace.

- Using **Own Recover**, they gained automated backup and fast recovery, minimizing downtime and ensuring business continuity.
- **Own Archive** allowed them to optimize storage costs and implement compliance-driven data retention policies, addressing GDPR and legal obligations.
- With **Own Accelerate**, OLX automated sandbox creation, streamlining testing and eliminating manual processes.



Our investment in Own has returned. It's not a cost anymore; it's an investment"

ADAM TOMCZYK
OLX'S SALESFORCE PLATFORM MANAGER



from Salesforce

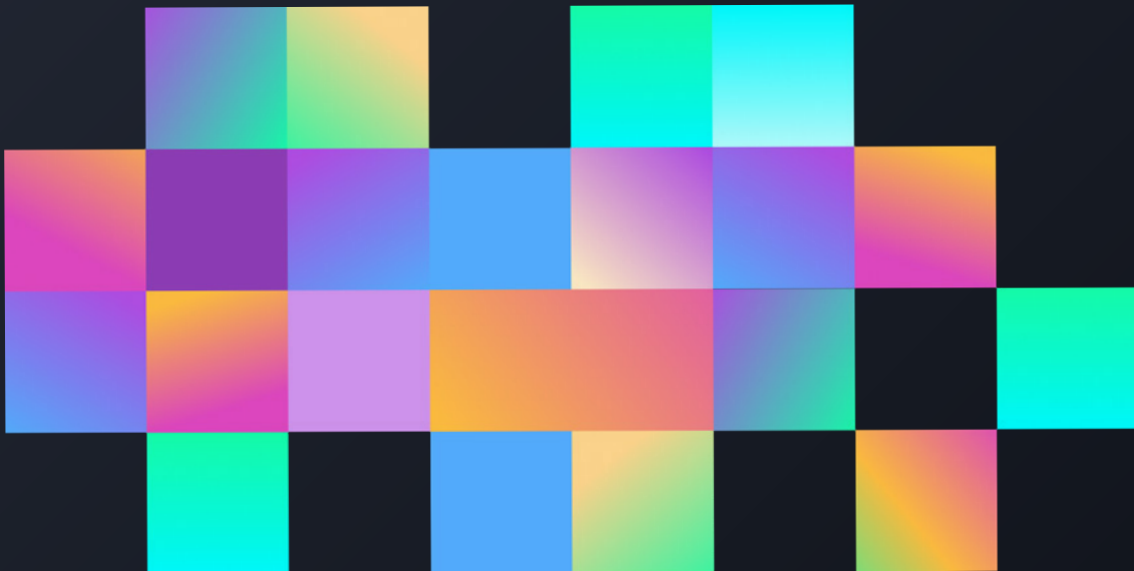
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Putting it all together

Building a resilient data strategy won't happen overnight, but it doesn't have to be overwhelming, either. Following the five steps above, you'll create a foundation of reliable, relevant, and ready data that powers innovation, supports Agentforce, and drives long-term business success.

Discover how Own can help you build resilient data for Agentforce and beyond. Download our datasheet to learn more.

[DOWNLOAD NOW](#)



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O W N Y O U R O W N D A T A

About Own

Own is the leading data platform trusted by thousands of organizations to protect and activate SaaS data to transform their businesses. Own empowers customers to ensure the availability, security and compliance of mission-critical data, while unlocking new ways to gain deeper insights faster. By partnering with some of the world's largest SaaS ecosystems such as Salesforce, ServiceNow and Microsoft Dynamics 365, Own enables customers around the world to truly own the data that powers their business.

It's their platform. It's your data. Own it.

Learn more at owndata.com.