



# Automated Compliance, Protection for Salesforce Data

Achieve compliance with privacy laws and protect Salesforce data from ransomware



### Automated Compliance for Salesforce Data

- » Predefined data discovery and masking set for default Salesforce schema
- » Mask PII consistently to maintain referential integrity
- » Provision integrated test environments in minutes
- » Auto-sync to capture independent data record with rapid recovery/rollback
- » Make Salesforce data immutable from ransomware

## Industry Leader for Fast, Automated Compliance

Salesforce is the nerve center for a company's customer and revenue data. The data in Salesforce often needs to be fed into sandboxes in Salesforce or integrated into development and analytics environments in the cloud or on prem. As a result, there is a high degree of compliance and security risk in the Salesforce data supply chain.

Delphix automates and secures the data supply chain for industry leading companies around the world. Delphix combines sensitive data discovery with automated data masking to protect vast amounts of sensitive data from internal bad actors and cyber threats. Data masking eliminates data security risk by replacing actual values with synthetic values.

In addition to insider and external risks, enterprises must remain compliant with a fast-evolving horizon of privacy regulations. Companies around the world trust the Delphix DevOps Data platform to safeguard their data while maintaining privacy compliance.

### Security for Any Data, Any Location

Delphix masking works anywhere data is located, in on-prem data centers or private and public clouds. Delphix automates impenetrable data security for diverse data sources including Salesforce, RDMS, NoSQL, mainframe, and more, while preserving referential integrity for development and analytics use cases.

Delphix automatically discovers sensitive data by searching both column names and the data itself. Customers benefit from pre-configured regulation and application-specific discovery. In addition, Delphix includes a comprehensive range of masking algorithms to eliminate manual efforts and replace homegrown scripts that are slow and fraught with error.

An IDC survey of Delphix customers found the speed and accuracy of automated masking reduces business risk by over 75%. That's why companies like Molina Healthcare and Belkin use Delphix to maintain compliance with regulations such as HIPAA, GDPR, CCPA, and more.

### Protect Against Data Theft, Extortionware

Theft of sensitive data can be used to force ransom payments by cyber attackers. Unlike encryption, masking is an irreversible process that prevents original data from being restored through decryption keys or other means. Enterprises can feel confident that personally identifiable information (PII) is protected and has become useless to a hacker.

### Ease of Deployment

Delphix is quickly configured and deployed using GUI-driven workflows, without the need for specialized programming skills or lengthy services engagements. Security teams can define, manage, and apply security policies from a single point of control across large, complex data estates.

Salesforce  
Data

## Your Salesforce Data Needs a Mask

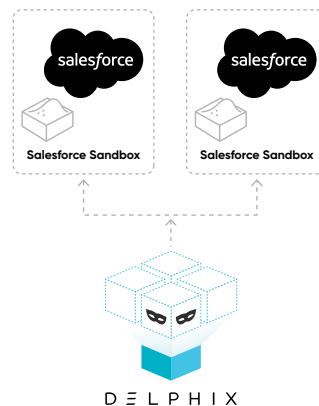
As the leading CRM solution, Salesforce connects companies with their customer data. Salesforce is the centerpiece of the customer record and contains vast amounts of personally identifiable information. Unfortunately this sensitive data is rarely protected in development sandboxes for reasons of cost and convenience.

### Solve Speed, Compliance Tradeoff

Enterprises have hundreds or even thousands of Salesforce tables. Options for finding sensitive fields are weak and difficult to scale across multiple instances. Security and IT ops teams often try in-house scripts but can't keep pace with the speed of development or ensure compliance with stringent privacy regulations. Delphix automatically masks data in Salesforce sandboxes and streamlines the process across large installations so development teams never have to wait for fresh, secure data.

### Ensure Speed, Accuracy with Predefined Profiling and Masking Algorithms

Salesforce instances come with over 300 tables and over 5,500 fields in their base installation, with large amounts of PII. Delphix provides a ready-to-deploy Salesforce solution with over 100 sensitive fields pre-identified along with corresponding masking algorithms. Pre-identification ensures speed, accuracy, and consistency when anonymizing PII information across Salesforce sandboxes.

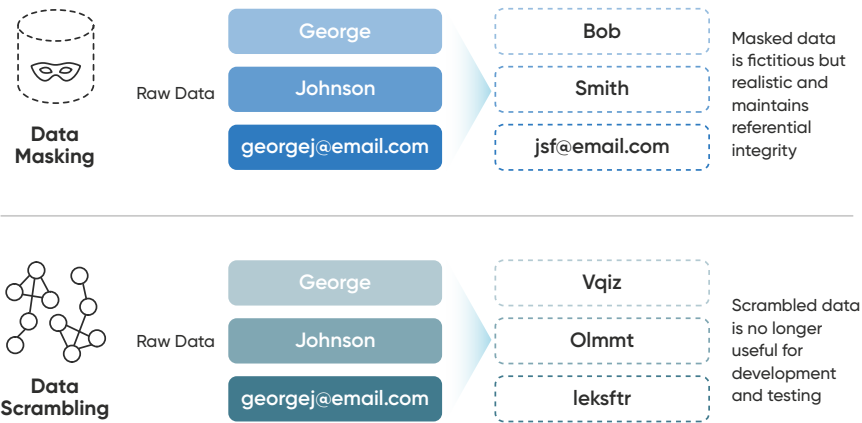


Many standard Salesforce fields present problems if trying to mask the data manually. Read-only fields are common in the Salesforce base tables but may contain sensitive information. For example, three standard fields are: **First name**, **Last name**, and **Name**. While **First name** and **Last name** are read/write and maskable, **Name** may be a concatenation of **First name** and **Last name** which could be read-only. Without the Delphix predefined objects, it is easy to miss these types of objects and stall the masking process.

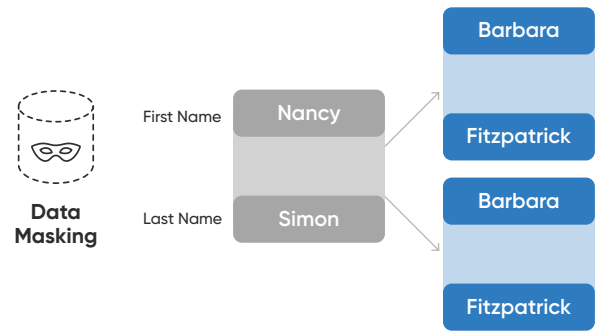
Delphix significantly reduces the tedious process of manually discovering and reviewing thousands of objects for every sandbox instance. Our platform automates the work for you!

Designed for Application Development

Delphix masking technology is designed for the unique needs of application development, preserving data realism and referential integrity while providing fresh and secure data for testing accuracy. Some Salesforce masking solutions simply scramble data in sensitive fields, which has little to no value for uncovering data-related defects. With the Delphix compliance platform, masking generates a structurally similar but fictitious version of data to ensure usability in testing:



In addition, deterministic algorithms always produce the same replacement value, and meta data is tracked so key/value pairs remain consistent to maintain referential integrity. For example, when an account number is masked, all instances of that account number linked through key/value pairs will be masked identically.

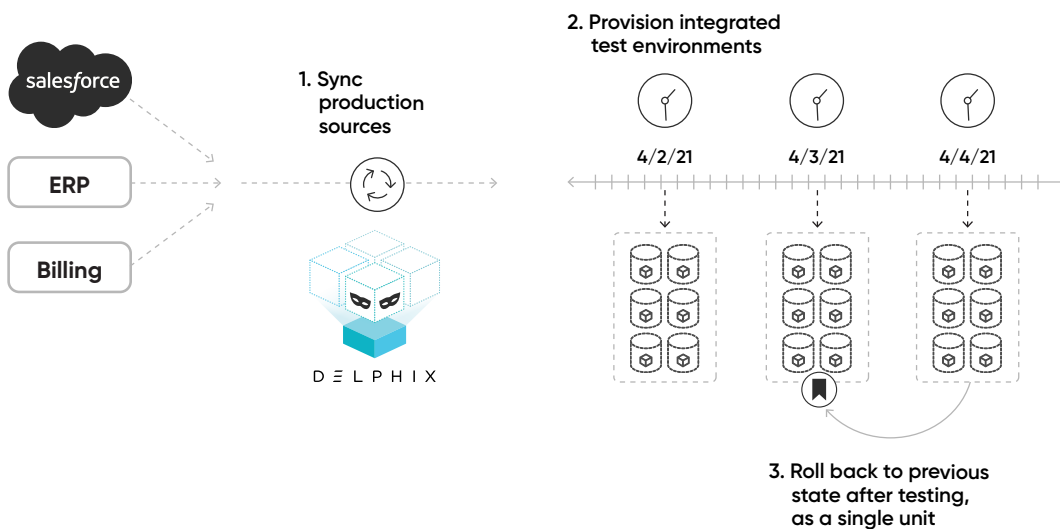


## Eliminate Silos, Safely Distribute Salesforce Data

Salesforce data is often required outside of Salesforce sandboxes. Other application teams may develop solutions that leverage Salesforce data, for example, requiring a test environment that integrates multiple data sources.

Delphix can replicate Salesforce data across the multi-cloud and automatically stores, masks, and provisions Salesforce data for

complex SIT or UAT environments. Salesforce data can be synced with other databases so dev and test teams can quickly build integration environments with consistent underlying datasets. Referential integrity and key/value tracking is also preserved across integration environments that can include Salesforce, relational databases, NoSQL, PaaS, mainframe, and more.



## Comprehensive Data Protection, Recovery

The capabilities of the Delphix DevOps Data Platform extend data automation beyond compliance. Using the Salesforce Bulk API to continuously extract production data provides additional options to build a comprehensive data protection solution:

### » Backup and Recovery for Salesforce

Delphix provides a comprehensive solution for Salesforce backup and data recovery. Delphix supports full and incremental backups, as well as manual or automated scheduling. In addition, Delphix provides data archiving to reduce data volumes and storage.

### » Make Salesforce Data Immutable From Ransomware

Continuously sync Salesforce data into an immutable data time machine to safeguard data against ransomware. Delphix is built on a write-once, read-many architecture that never overwrites good data blocks, leaving the data record unchanged and accessible.

# Automated Compliance, Protection for Salesforce Data

D E L P H I X

Delphix is the industry leading data company for DevOps.

Data is critical for testing application releases, modernization, cloud adoption, and AI/ML programs. We provide an automated DevOps data platform for all enterprise applications. Delphix masks data for privacy compliance, secures data from ransomware, and delivers efficient, virtualized data for CI/CD.

Our platform includes essential DevOps APIs for data provisioning, refresh, rewind, integration, and version control. Leading companies, including UKG, Choice Hotels, J.B. Hunt, and Fannie Mae, use Delphix to accelerate digital transformation. For more information, visit [www.delphix.com](https://www.delphix.com) or follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).

©2021 Delphix

000328