

# Finity360™ Recovery



Data is critical and not easily replaceable. Yet, one in every three companies using a SaaS or cloud-based solution reported losing data, with 64% of data loss due to user errors, 20% from malicious intent, and 7% resulting from application sync errors.

It's time to stop leaving the door open to data loss and start proactively protecting cloud data – before it's too late. Part of our cloud-based Finity360 data solution, **Finity360™ Recovery** is a powerful digital recovery and backup tool that helps companies using Salesforce and other SaaS or cloud platforms address the common problem of data loss by providing complete, overall data protection using blockchain.



## Reduce the Time and Cost of Data Loss and Recovery

Manual or technical errors can result in inadvertently deleted data which is time-consuming and expensive, and often leads to huge losses in recovery cost, staff productivity and company reputation.

Typically, data backup systems recover data only up to the previous 90 days and can take an average of 10 days to do an end-to-end rewind of the service. By this time, retrieved data may become obsolete.

Finity360 Recovery improves the backup and recovery process by ensuring that SaaS or cloud data loss minimally impacts your business.

## Gain Improved and Consistent Application Performance

Growing data volumes can cause applications to become slow and nonresponsive. Even standard functionalities such as list views and reports can start exhibiting degraded performance. Finity360 Recovery's data archival processes ensure that only relevant data will be kept up to date within Salesforce, enabling better platform performance.

Completely platform independent, Finity360 Recovery features a visual dashboard that assists with backing up data across all remote devices. Working with all types of databases and servers, the system syncs various files and folders across all devices ensuring data retrieval is quick and secure.

## Key Benefits

- ▶ Makes data recovery fast and secure
- ▶ Synchronizes data based on company or department specific scheduling needs
- ▶ Saves time and cost of recovery efforts
- ▶ Reduces compliance and audit risk
- ▶ Satisfies audit requests including recovery of change history and deleted records
- ▶ Enhances configuration and management of multiple Salesforce Objects
- ▶ Improves platform performance
- ▶ Provides seamless integration between data and backup systems

## Digital Recovery for Salesforce

Salesforce makes it clear that users are responsible for their own data.

Although Salesforce guarantees the security and continuity of data and recommends the use of data purging capabilities, it is not obligated to protect data from the user's own modifications, particularly in the event of user error or unintended deletion.

Finity360 Recovery provides complete control of your Salesforce data. It offers quick backup, archival, retrieval, replication and synchronization, and a variety of integration options for your data.

It provides seamless integration between data and backup systems, with the help of powerful Amazon Web Services (AWS) platforms to effectively store and organize data.

## Salesforce Content Compliance

The content contained in every Salesforce instance must be legally defensible. If not, companies in highly regulated industries, such as financial services, can face significant compliance risks if they are unprepared to satisfy reporting or audit requests. Financial services firms need a way to:

- ▶ Meet regulatory data retention and access requirements under SEC Rule 17, MiFID II and FINRA
- ▶ Review past Salesforce activities and individual account changes at any point in time
- ▶ Preserve historical data for ongoing analytics and compliance requirements

With these realities in mind, companies must seek a Salesforce archiving strategy that is not only compliant with industry regulations, but also comprehensive, secure and affordable.

## Features at a Glance

- ▶ Performs daily automated backup of all (or selected) Salesforce objects and metadata
- ▶ Initiates an on-demand request back-up at any time
- ▶ Monitors and manages your data from the platform's self-service portal
- ▶ Provides an intuitive user interface for your Salesforce and admin teams
- ▶ Backs up all your Salesforce editions (production and sandbox)
- ▶ Restores your backup with ease
- ▶ Generates audit reports for backups
- ▶ Point-in-time, granular recovery



## About Finity360

Finity360, an innovation of Arcus Inc., is a suite of cloud-based document and data management solutions that gives financial institutions the agility, scale and security they need to gain maximum business value from their traditional documents, digital assets, and operational workflows.

Based on more than 30 years of experience in capital markets, securities back-office operations, data aggregation and system integration, Finity360 helps capital markets and other financial services organizations modernize their operations and revenue models by eliminating technology, process, data and regulatory challenges.

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