

Salesforce Security in 2025: “Set It and Forget It” Is No Longer Viable

By Citrin Cooperman's Digital Services Practice

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In Recent cybersecurity events have exposed a harsh reality: even the most sophisticated organizations remain vulnerable. Salesforce issued **a warning** about data theft. **Google confirmed** it was targeted in a coordinated phishing and extortion campaign. **Workday disclosed** attempted breaches as well. These are not isolated incidents, nor are they the result of outdated infrastructure. They occurred within companies that invest heavily in security, operate on a global scale, and set industry benchmarks.

The message is clear — cyber threats are no longer hypothetical. They are persistent, evolving, and indiscriminate.

Implications for Salesforce-Driven Enterprises

Salesforce has evolved far beyond its origins as a customer relationship management platform. Today, it functions as the operational backbone for sales, marketing, finance, and customer success. It stores sensitive data, drives revenue workflows, and supports strategic decision-making. Despite this centrality, many organizations continue to treat Salesforce security as a one-time implementation task — configured during deployment, then largely ignored. This mindset introduces systemic risk. In 2025, static security postures are liabilities. Dynamic environments require dynamic defenses.

Common Vulnerabilities Within the Organization

Cyber breaches often stem from overlooked internal weaknesses rather than external sophistication. Dormant user accounts, which are left active after employee departures, create unauthorized access points. Employees, even well-trained ones, remain susceptible to voice phishing and social engineering tactics. Legacy integrations, added years ago and never revisited, can become silent vulnerabilities. Attackers no longer rely solely on brute force; they exploit the gaps organizations fail to close. These vulnerabilities are real, recurring, and increasingly targeted.

Security as a Leadership Mandate

Cybersecurity has shifted from a technical concern to a strategic imperative. Protecting Salesforce is not merely an IT responsibility but a leadership obligation. The platform houses customer trust, revenue intelligence, and operational continuity. Leaving it under-protected is equivalent to securing the front door while leaving the server room unlocked. Executive teams must treat Salesforce governance with the same rigor as financial oversight. This includes scheduled audits of user access, role hierarchies, and integration relevance. Multi-factor

authentication must be enforced universally. Real-time event monitoring should be standard protocol. These measures are not enhancements — they are foundational requirements for operating securely in 2025.

Building Resilient Organizations

Organizational resilience is not defined by the volume of security tools deployed, but by the discipline with which systems are managed. Salesforce is not just software — it is a strategic asset. Like any asset, it demands continuous evaluation, protection, and alignment with business objectives. Resilient organizations embed security into their operational cadence. They ask hard questions regularly: Who truly needs access? Are integrations still serving a purpose? Are alerts configured to detect anomalies before they escalate? These questions must be answered with clarity and confidence. Anything less invites risk.

Future-Proofing Salesforce

Cyber threats are growing more sophisticated and frequent, leaving no room for outdated defenses. Complacency carries a steep price. In 2025, the consequences of weak security extend beyond data loss to reputational damage, customer attrition, and operational disruption.

Securing your Salesforce environment requires more than good intentions — it demands specialized expertise. Don't wait for a breach to reveal the gaps. Citrin Cooperman's **Digital Services Practice** offers deep platform knowledge and hands-on experience to help organizations identify vulnerabilities, implement robust controls, and ensure ongoing compliance.

Ready to strengthen your Salesforce security? Let Citrin Cooperman's **Salesforce professionals** help you build a resilient, secure ecosystem that protects your data, customers, and reputation

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