

Salesforce Ben secures its Salesforce data with Keepit



SF BEN



As the world's largest independent Salesforce community and media site, Salesforce Ben lives and breathes Salesforce. Headquartered in the UK, the company provides news, education, and insights to Salesforce professionals around the world. With team members working across multiple SaaS platforms, ensuring business continuity is essential to keeping content and community operations running smoothly.

When it came to safeguarding critical data, Salesforce Ben took a proactive approach. *"We wanted to prevent problems before they happened,"* said Andreea Doroftei, Solution Architect at Salesforce Ben. *"We hadn't experienced data loss, but as our database grew, we knew we needed a proper backup and recovery solution."*

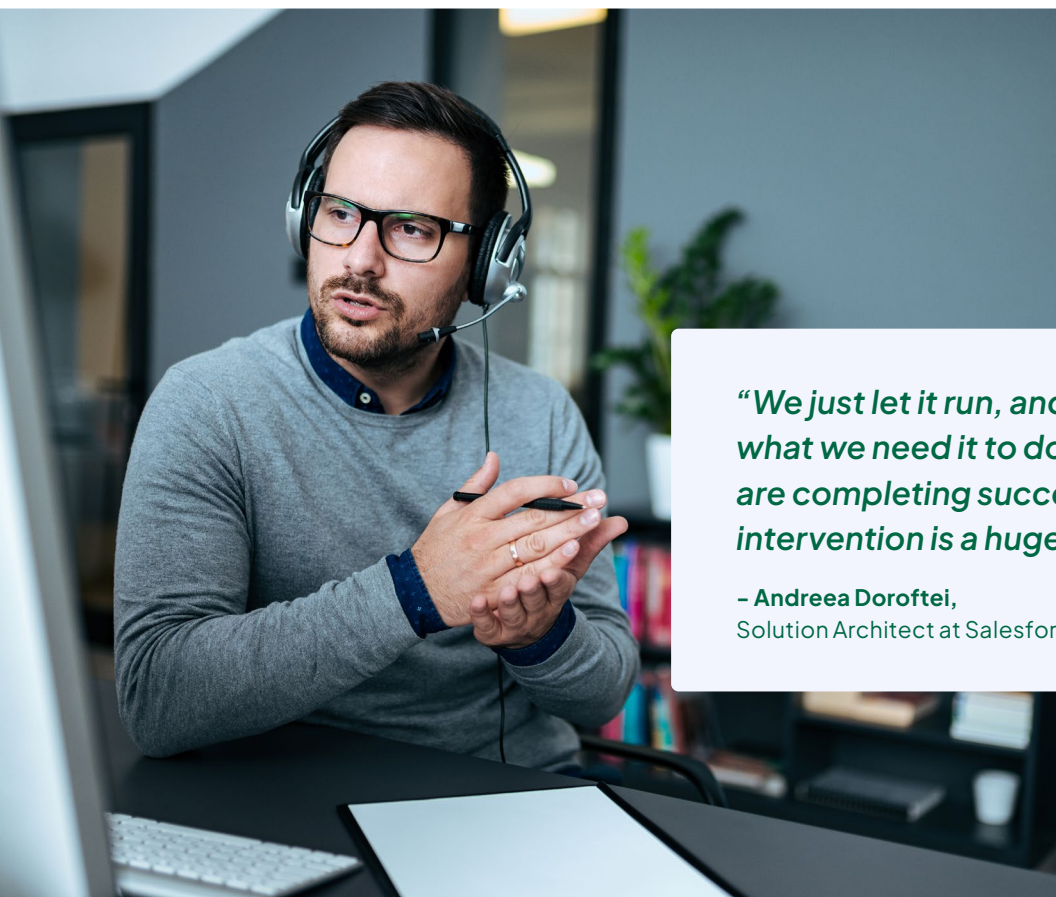
From manual backups to automated protection

Before adopting Keepit, Salesforce Ben relied entirely on manual Salesforce exports and built-in tools, with no automated backup. As Andreea explained, they began their search by focusing on Salesforce — their most important system — knowing that if anything went wrong, recovering the data would have been extremely difficult.

Because Salesforce Ben is deeply embedded in the Salesforce ecosystem, the team knew exactly what to look for in a backup and recovery solution. They evaluated several options side by side,

comparing ease of use, restore capabilities, and data protection features. In the end, Keepit stood out for its simplicity, scalability, and ability to back up both data and metadata in one place.

The team set out to find a reliable, scalable, and compliant solution that would evolve with their growing tech stack. Top of the wish list: data immutability, scalability, easy restorations, full backup of both data and metadata, and GDPR compliance. Multi-data center availability and a UK-based data center added extra peace of mind.



"We just let it run, and it does exactly what we need it to do. Knowing backups are completing successfully without intervention is a huge time-saver."

– Andreea Doroftei,
Solution Architect at Salesforce Ben

Quick setup and intuitive management

Keepit impressed right away with its simplicity. Connecting Salesforce to Keepit took only a couple of minutes, and the first backup ran automatically. *“It was so easy that even someone without Salesforce experience could do it,”* said Andreea. That ease of setup and low-maintenance operation stood out as a key differentiator. Since implementation, day-to-day management has required minimal effort.

Visibility, control, and compliance in one platform

Among Keepit’s many capabilities, the audit log stands out as Andreea’s favorite. *“It shows exactly who did what and when, including who accessed data,”* she said. This feature provides clear accountability and makes internal auditing effortless.

Other capabilities have also proven valuable for compliance and operational efficiency. The right to be forgotten feature supports GDPR requirements by allowing the team to fully delete personal data when needed. The search function makes it easy to locate deleted or modified records using names or any available columns. And Keepit’s restore interface shows each record in context with its related data, ensuring accurate and complete recoveries.

“Having everything backed up in one place just makes sense. As our tech stack grows, we know Keepit can grow with us.”

– Andreea Doroftei,
Solution Architect at Salesforce Ben



To make collaboration easier, Keepit's public link-sharing feature lets users securely share backup data so teammates or partners without a Keepit or Salesforce license can restore what they need on their own — saving everyone time.

“The core functionality needs to work. Backups have to be completed reliably and restores must actually restore. Keepit gives us that confidence.”

– **Andreea Doroftei**,
Solution Architect at Salesforce Ben

Future-ready scalability across workloads

While Salesforce data was the starting point, Salesforce Ben recognized the advantage of Keepit's multi-application platform. The company also uses Google Workspace and saw immediate value in consolidating data protection within one platform. The team is also watching Keepit's roadmap closely. Salesforce Ben is already considering expanding its coverage, *“It's great to know we can extend our protection as we adopt new tools,”* Andreea added.

Advice for others evaluating backup solutions

When asked what advice she'd share with other organizations, Andreea emphasized the importance of usability and trust. *“Look beyond the number of clicks,”* she said. *“Consider how quickly you can actually get up and running, who can access data, and whether the audit trails give you the visibility you need.”* She also stressed that reliability and simplicity are non-negotiable.

The intelligent choice for SaaS data protection

With Keepit, Salesforce Ben chose an intelligent approach to SaaS data protection — one platform designed to secure multiple workloads without adding complexity. Keepit's vendor-neutral, cloud-based backup and recovery service protects business-critical SaaS data while keeping it rapidly recoverable, independent, and compliant. As Salesforce Ben's tech stack continues to evolve, Keepit provides the confidence that their data is protected, their compliance requirements are supported, and their organization is prepared for whatever comes next.



About Salesforce Ben

Founded in 2014, Salesforce Ben is the leading independent Salesforce media platform, delivering news, educational resources, and career guidance for the global Salesforce community. Based in the UK with a distributed international team, Salesforce Ben empowers professionals and organizations to succeed within the Salesforce ecosystem through accessible, practical content and expert insights.

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