

Safeguard Critical Business Data Throughout Salesforce Implementation

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As a developer in IT, I can rest assured that our data is safely backed up and mitigate risk from inadvertent or malicious data loss. With OwnBackup, if something does happen, we can get our system back up in hours rather than days. Now, I can focus on doing what I do best: developing new features and functionality for our sales team.”



Norman Moy
Senior Developer
NorthMarq

CUSTOMER |

- 1 Industry: Commercial Real Estate
- 2 Location: Bloomington, MN
- 3 Founded: 1962
- 4 Salesforce Users: 409

NorthMarq Provides Personalized Services to Real Estate Investors

NorthMarq offers commercial real estate investors access to experts on debt, equity, investment sales, and loan servicing to protect and add value to their assets. They offer partnerships and financial expertise that support long- and short-term investment goals. NorthMarq’s investment sales platform offers acquisition and disposition services for multifamily assets in select markets. NorthMarq offers a strong national company capable of attracting a wide range of capital sources, exceptional knowledge of local markets, and an all-encompassing loan servicing operation to manage the life of your loan.

NorthMarq Established a Data Protection Foundation Before Implementing Salesforce

Upon choosing to switch to the Salesforce platform, NorthMarq needed to move their existing pipeline generation activity and all sales-related data from a legacy system into Salesforce. Before the implementation, they had started backing up their Salesforce data with the Weekly Export, but found that the processing time was becoming too lengthy. NorthMarq also realized if any data was lost or corrupted during the implementation process, it would be difficult to recover all the data and re-create the existing relationships with the .CSV files the Weekly Export provided them. Therefore, having a more comprehensive backup and recovery process in place before the implementation would allow NorthMarq to ensure the safety of their vital data in case a data loss or corruption were to occur.

NorthMarq would also need a data protection solution that could line up with their Recovery Time Objective (RTO), which stated that they could only be down without access to their business data for several hours at most. NorthMarq needed a backup and recovery strategy that could identify and restore lost or corrupted data on-demand during and after implementation, while also meeting their stringent internal standards for the management of their cloud-stored data.

NorthMarq Needed to Speed Up Business Application Development

To speed up their development and QA cycles, NorthMarq required a data protection solution that could back up their sandboxes and quickly move datasets between production and their sandboxes for testing. NorthMarq also wanted to ensure that their sandbox environments matched up with their production environments in order for deployments to run smoothly. A data protection solution that could offer sandbox seeding capabilities, as well as comprehensive backup and recovery, would be key to the next stage of NorthMarq's technology transformation.

NorthMarq Minimizes Data Implementation Risk with OwnBackup

After a competitive vetting process with other backup vendors, NorthMarq selected OwnBackup as their data protection partner because of their impressive set of capabilities and their easy-to-use interface. With NorthMarq's massive Salesforce implementation project on the horizon, they understood the need to have a data protection foundation in place before commencing any transfer of critical business data into their Salesforce environment. NorthMarq wanted to spend less time, money, and energy searching through data logs and previous backups to find lost or corrupted data. In addition, OwnBackup aligned with NorthMarq's RTO. This helped NorthMarq effectively minimize downtime, protect their data from a potential data loss or corruption, and continue to seamlessly provide services to its clients and users.

ABOUT OWNBACKUP

OwnBackup, a leading cloud-to-cloud backup and restore vendor, provides secure, automated, daily backups of SaaS and PaaS data, as well as sophisticated data compare and restore tools for disaster recovery. OwnBackup covers data loss and corruption caused by human errors, malicious intent, integration errors and rogue applications. Co-founded by seasoned data-recovery, data-protection and information-security experts, OwnBackup is a top backup and restore ISV on the Salesforce AppExchange and was selected as a Gartner 2015 "Cool Vendor" in Business Continuity and IT Disaster Recovery. For more information, visit <http://www.ownbackup.com>.

With the help of OwnBackup, NorthMarq could identify any data that had been modified or altered during the implementation process. OwnBackup supported NorthMarq as they seamlessly moved all existing data from their legacy CRM system to Salesforce by reducing the risk of a data loss or corruption.

NorthMarq Rapidly Scaled Development and QA Operations with OwnBackup

NorthMarq leverages OwnBackup Sandbox Seeding to populate sandboxes of any size with perfect, anonymized test datasets in minutes. Before deployment to production or a sandbox, NorthMarq uses OwnBackup Compare to identify if any new validation rules exist to avoid deployment failures. NorthMarq discovered an innovative way to use OwnBackup Sandbox Seeding in place of their configuration management tool.