



## PRESS RELEASE

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### **Gearset Officially Launches Backup Solution for Salesforce**

London, UK — July 27, 2020 — Gearset, the leading DevOps solution provider for Salesforce, announced today the official launch of its newest product for the Salesforce ecosystem: Data Backup. The launch follows a soft launch period during which the company worked closely with early customers to refine and improve the product and user experience.

With Gearset's Data Backup, enterprises can eliminate the risk of irretrievable data loss, secure their backup data, and stay compliant with data protection legislation such as the GDPR and CCPA. Thanks to automated daily backups, monitoring of changes, and Gearset's powerful deployment engine for restoring data with parent-child relationships intact, Salesforce teams will vastly reduce their recovery point objective (RPO) and recovery time objective (RTO) with Data Backup.

"We built Data Backup because we saw companies vulnerable to the loss of data and metadata, with no viable options for restoring their Salesforce organizations. Adding Data Backup to Gearset has been our plan for a long time, and we're excited that Gearset is now a comprehensive Salesforce DevOps solution," says Kevin Boyle, CEO and co-founder of Gearset.

While it's possible to use Salesforce's native tooling to back up data and metadata, Salesforce itself recommends that enterprises find a third-party backup solution. Backups work best when folded into DevOps tools and processes, as Gearset's Data Backup demonstrates. Using one and the same tool, Salesforce teams can easily back up data on demand before deploying any risky changes. And they can restore lost and corrupted data with the familiar, robust workflow they use every day. For these reasons, high-performing DevOps teams are also high-performers when it comes to disaster recovery.

Data Backup is now available as a free trial version for new and existing Gearset customers. For more information, visit the Gearset website here.

## **About Gearset**

Gearset is the market-leading Salesforce DevOps tool. Its mission is to make Salesforce releases lightning-fast, with deployments that work first time, every time. Among Gearset's clients are McKesson, Zillow, Traction on Demand, Cisco Meraki, Accenture, IBM and Johnson & Johnson. Gearset is based in Cambridge (UK) and employs 60 people.