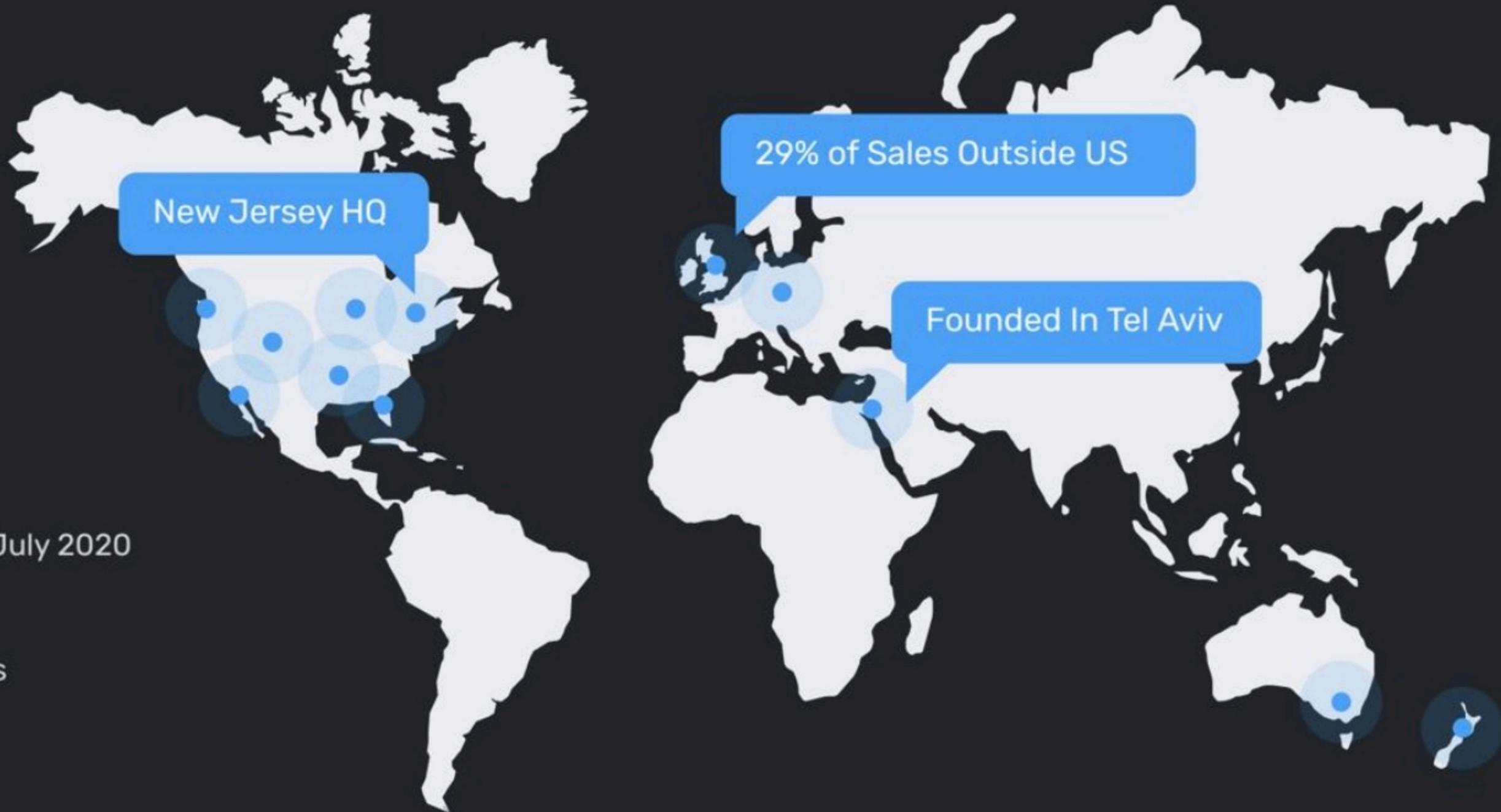


Own{backup}

Investor Deck

Sam Gutmann
December 2020





Company

Founded in 2015

287 Employees

Raised \$100M as of July 2020

Investors Include;

- Insight Partners
- Salesforce Ventures
- Vertex Ventures

Since day one, we've believed;

**No company operating in the
cloud should ever lose data**

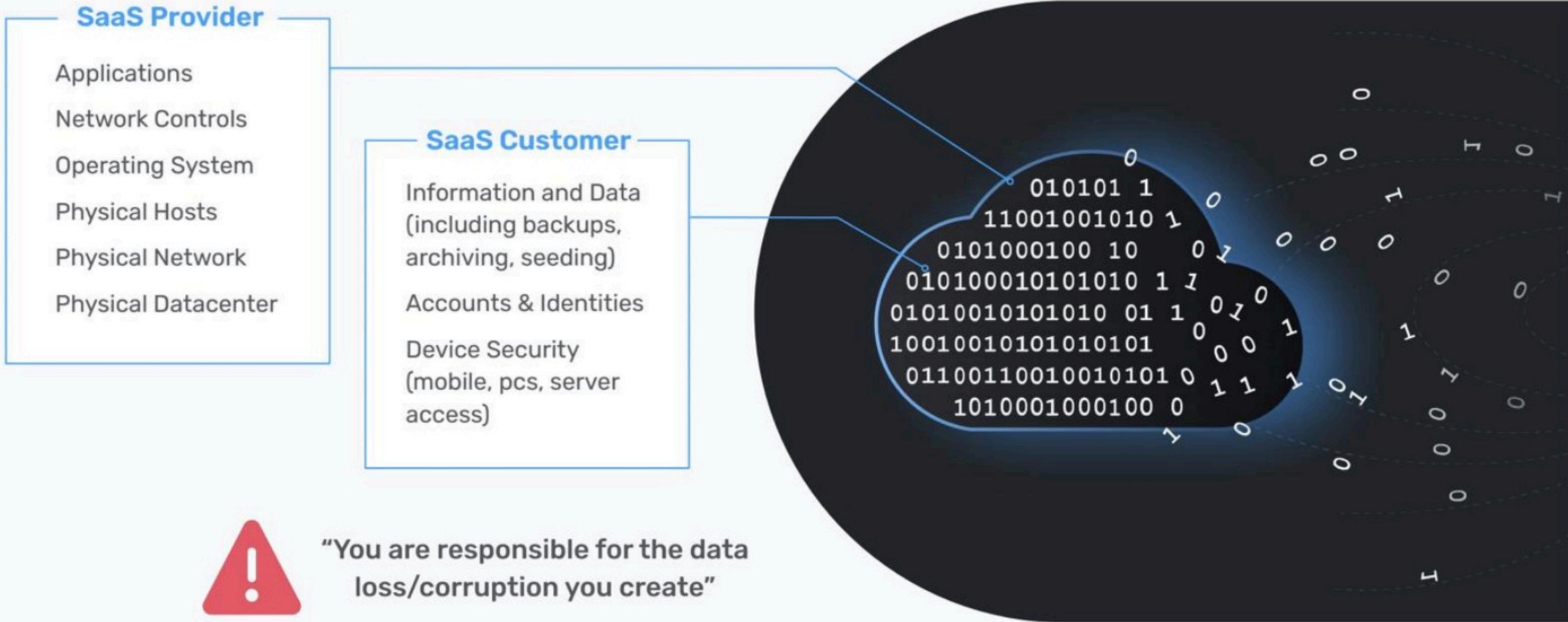
Own{backup}

The challenge is

It's a Cloud, Not a Fortress



SaaS platforms have a shared responsibility model



Top causes of Salesforce data loss and corruption

Even technical sophisticated leaders with a direct state in their Salesforce data falsely believe their data is safe and can be easily recovered. The truth is that you, not the vendor, is responsible for errors and data corruption that happens on your watch. Every admin, integration, and line of code is a potential loss.



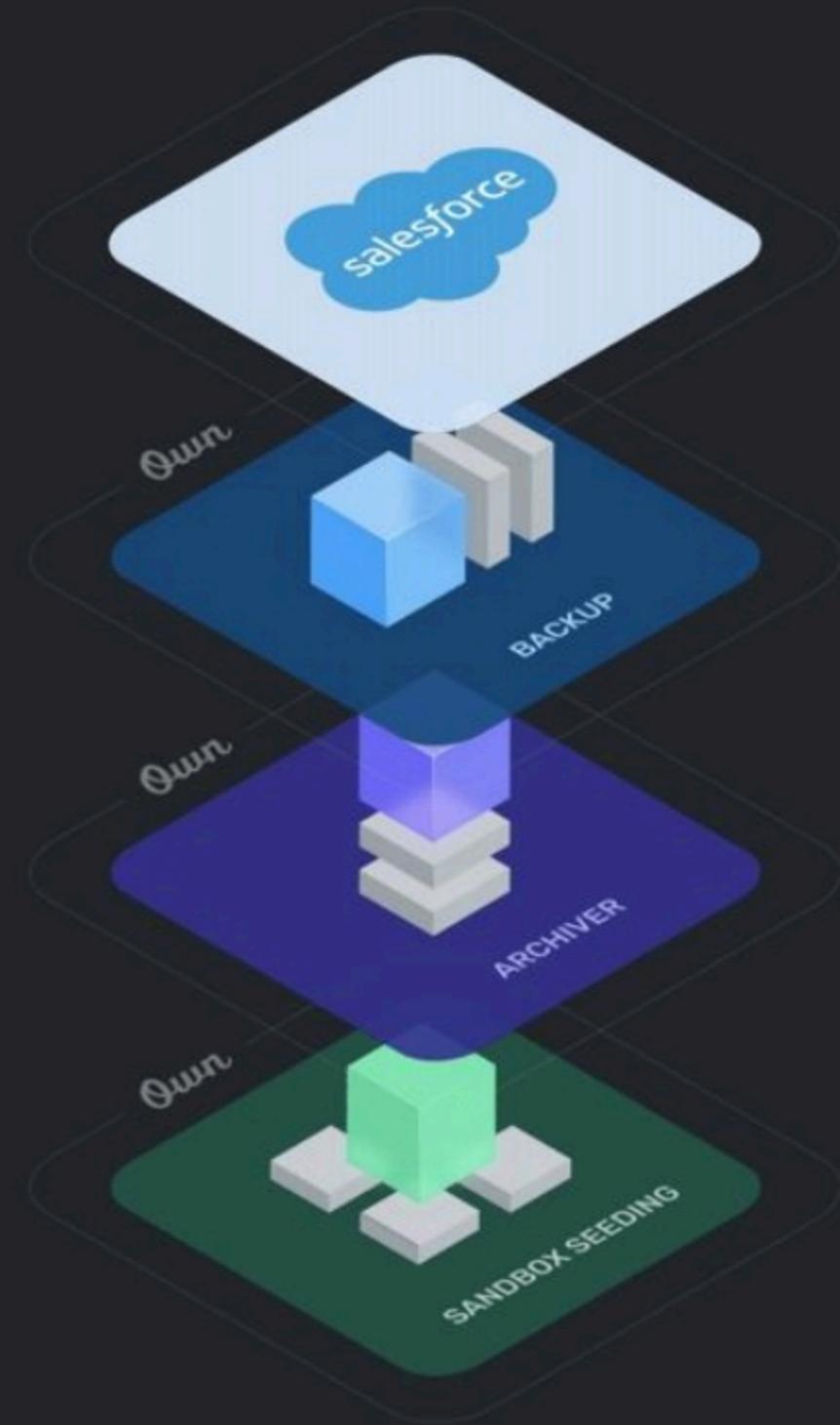
“**Yes, we recommend you use a partner backup solution. There are more comprehensive, automated solutions for backup of data and metadata on the AppExchange.”**



Trailblazer
COMMUNITY

Salesforce Knowledge Article

Run in the Cloud, Never Fall Down



Eliminate data downtime



Automated Backups

Super easy to set up. Define the frequency. Works for production and sandboxes. No coding, professional services, or maintenance required.



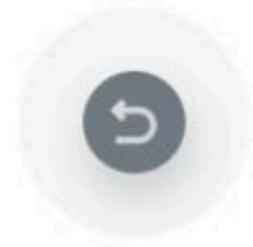
Intelligent Monitoring

Get real-time alerts to identify statistical outliers or create rules to notify you of anomalies.



Super Easy Comparisons

Visual graphs. Compare any two snapshots. Easily pinpoint loss and corruption.



Precision Repair

Go back in time to restore the exact data you need. Single records, multiple records, or every record from any backup in your history.



Pick Your Storage Platform



AWS



Azure

Streamline governance and compliance



Rock Solid Archives

Completely immutable. Highly secure. Meet compliance head on. Immortalize Salesforce records and attachments to comply with internal policies and regulations.



Custom Retention Policies

Put yourself in control of your archives. Easily configure and manage custom archiving policies that define what data to store, how often, retention timeframe, who can restore, and more.



Minimize Storage Costs

Monitor Salesforce data storage usage against prescribed limits and archive data to stay within thresholds.



Simplify Compliance



HIPAA



GDPR



CCPA

Innovate faster, with less risk



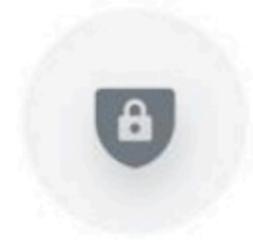
Enhanced Sandbox Seeding

Propagate data to sandboxes for faster innovation and ideal environments to safely develop. Seed perfectly sized, relevant data sets to Developer, Developer Pro, or Partial sandboxes from production orgs to other sandboxes.



Shorten Release Cycles

Create the ideal development and testing environments with subsets of data from production orgs or other sandboxes. Your team will love you for it.



Secure Data

Don't expose sensitive information in sandboxes. Apply custom templates to mask data before it is seeded.



Key Partners



Elements Cloud

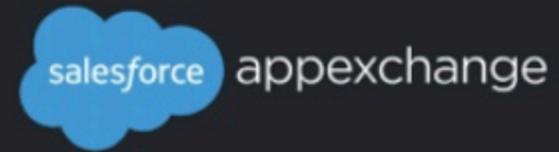
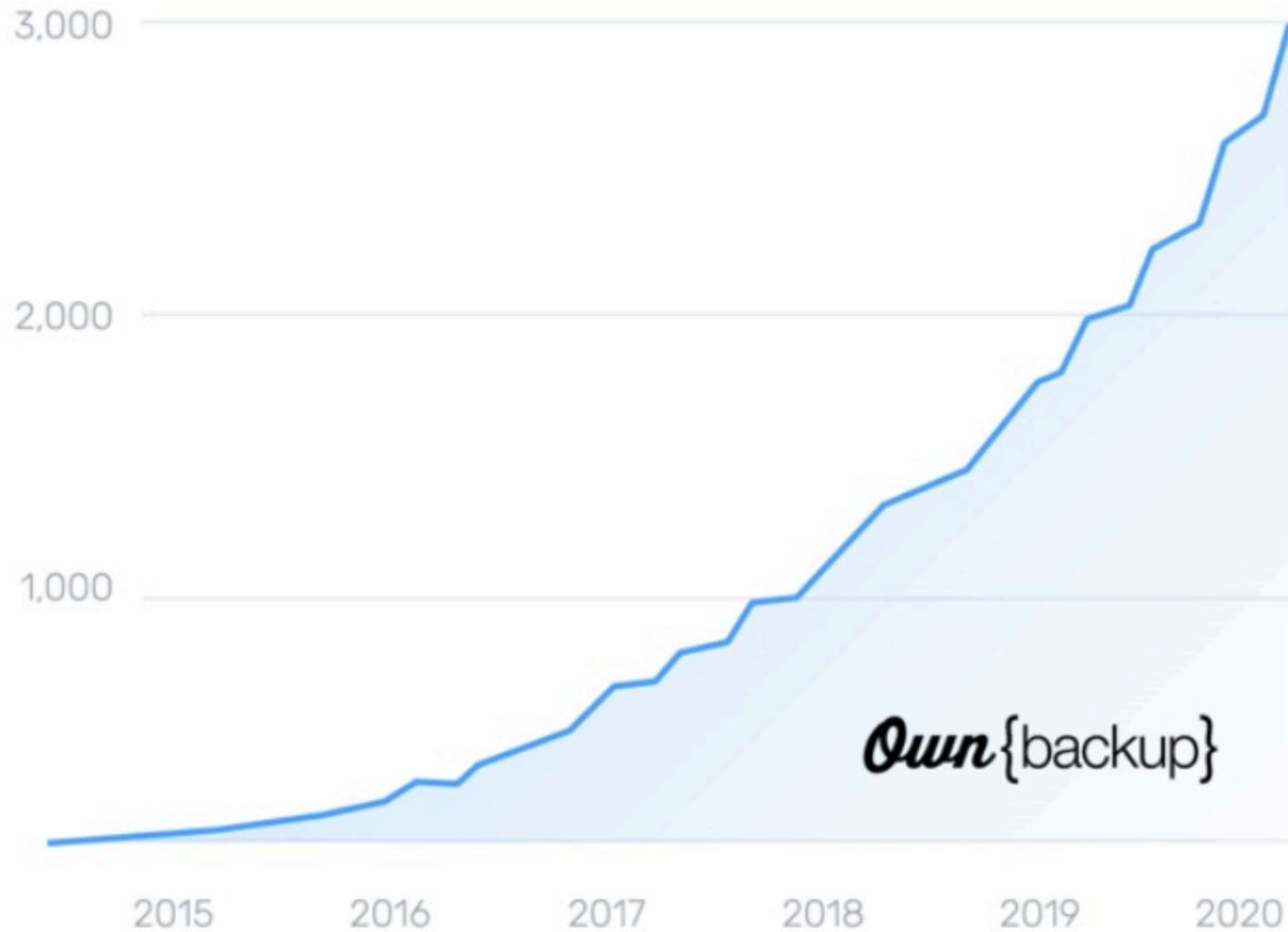


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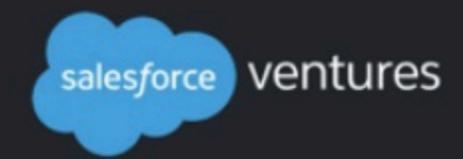


Lightning

#1 cloud data protection platform for Salesforce



350 five-star reviews (98%), 4.5x more than the next closest competitor



\$100M in funding including investments by Salesforce Ventures



Over 2,980 customers across every industry, averting disaster and running faster

Own{backup}

Proven customer success across every segment!

OwnBackup is easy to implement and our customers don't attrit. In fact due to business expansion and new products, OwnBackup has industry leading customer retention metrics.



AECOM



ASTON MARTIN

 coupa



MICHIGAN STATE UNIVERSITY

zoom

 Graphic Packaging INTERNATIONAL
Printed packaging. A world of difference.

WALTER SCOTT

TWIST
BIOSCIENCE



crocs™

enovate
MEDICAL

Adecco

 athenahealth

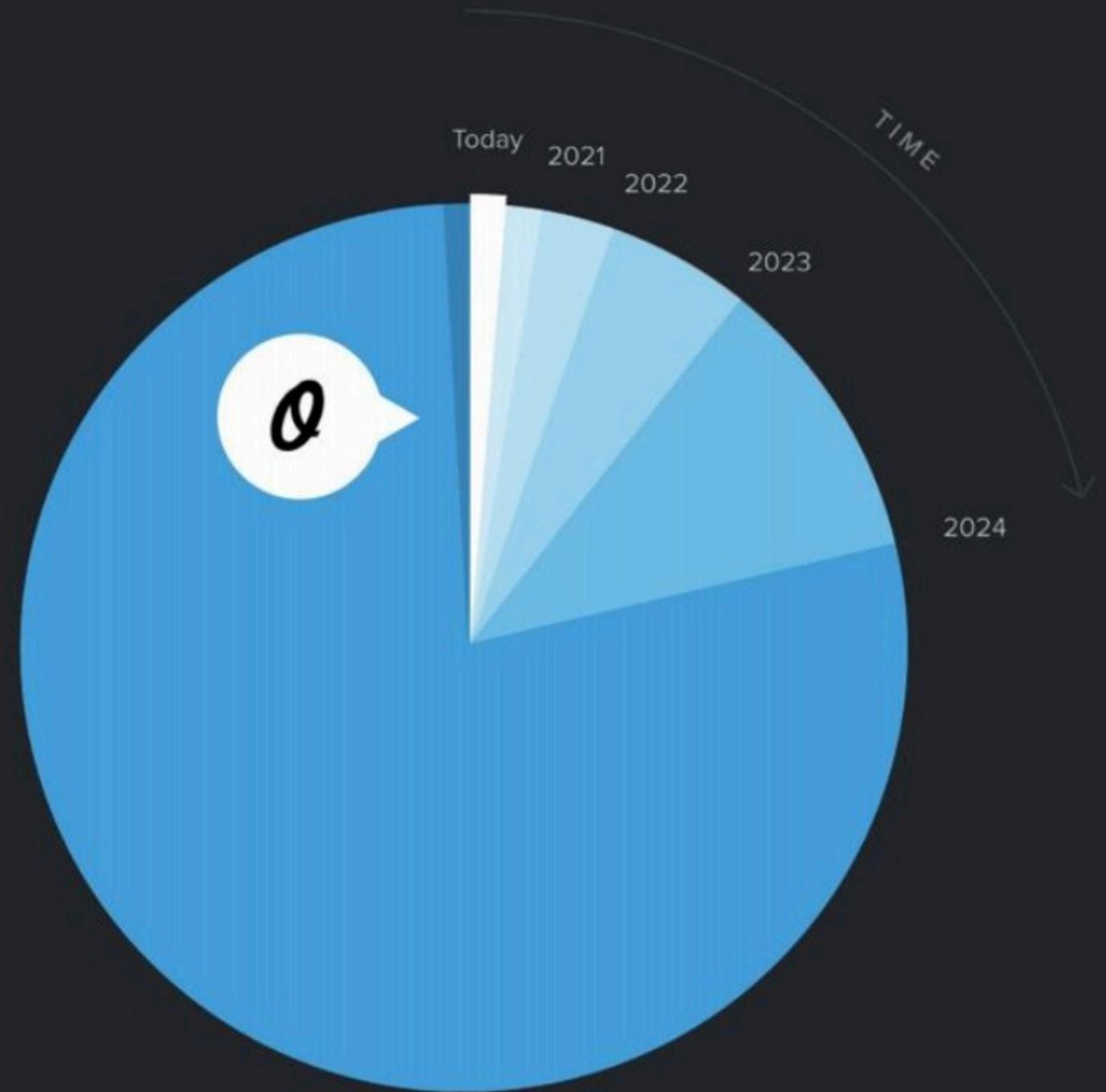


UDG
Healthcare plc

PFU
a Fujitsu company

Established early market dominance in a huge addressable market!

This illustrates how much room to run there is within the Salesforce ecosystem. It has been a great starting point, but OwnBackup's vision is much bigger. This same data protection and governance challenge exists with other SaaS platforms like Microsoft, Workday, ServiceNow, etc.



Salesforce data protection is just the beginning !!!

Our vision is to be the single pane of glass to manage and protect all your enterprise SaaS data. With each platform we extend support to, our product differentiation grows, as does our addressable market.

