



NEC Corporation of America and The Ksquare Group Announce a Business Agreement for Backup for Salesforce

IRVING, TX - March 25th, 2021 - The Ksquare Group and NEC Corporation of America (NEC) today announced the commencement of a business agreement to deliver a suite of enterprise Backup as a Service (BaaS) solutions to the Salesforce® market.

“The Ksquare Group has proven its leadership in terms of knowledge, protection and responsiveness to enterprise clients seeking a comprehensive Salesforce professional consulting service. NEC is proud to have The Ksquare Group sign on as a UNIVERGE BLUE® BACKUP and RECOVER solutions provider. This relationship will help extend the protection and enhance the service of critical Salesforce data for their clients,” said Mike Mitsch, Sales Director for NEC Corporation of America’s UNIVERGE BLUE CLOUD Strategy.

“The direct association between The Ksquare Group’s on-demand service to enable Salesforce backups, their optimization, restoration of Salesforce Backup Data and NEC’s extensive BACKUP, including Metadata, Storage Infrastructure for Salesforce Backups & high availability Data Centres, simplifies and protects data by consolidating all server, application, client, and now, Salesforce data to a unified environment. This further aids in optimizing and redeploying services in a predictable and compliant manner - providing a better, more secure way to work,” said Ram Majji, Salesforce Practice Leader at The Ksquare group.

What changed at Salesforce for Backup?

Last year, Salesforce revealed its Data Recovery Services did not meet its expected standards due to the length and reliability of the process. As a result, Salesforce announced it would no longer provide Data Recovery Services starting July 31, 2020, creating an urgent need amongst Salesforce customers for a product that could proactively protect and recover their valuable data. To address this need and help customers backup their data routinely, NEC [introduced NEC UNIVERGE BLUE® BACKUP](#) for Salesforce. The solution protects custom data applications and retains all configuration templates, validation rules, reports and workflows. It also prevents intentional deletions that happen in the Salesforce Dashboard and meets regulatory compliance.

What is NEC's Backup Product?

NEC's UNIVERGE BLUE® BACKUP and RECOVER platform addresses the full spectrum of backup requirements. With channel and end-user portal access, the product uses industry-leading backup software as a service (SaaS) technology. Hosted in highly regulated and compliant data centers, the NEC infrastructure addresses service level requirements for on and off-premises use cases and includes comprehensive Disaster Recovery options.

NEC's UNIVERGE BLUE BACKUP and RECOVER technology enables organizations to consolidate and protect data at the enterprise level. The solution ensures that SaaS data is consolidated in accordance with the organization's backup policy and reported through standardized corporate policies. Additionally, organizations can migrate their Salesforce data through the UNIVERGE BLUE BACKUP Command Portal and restore the data to a local file system, database or Salesforce instance as needed in a controlled corporate compliance environment.

About NEC Corporation of America

NEC Corporation of America (NEC) is a leading technology integrator providing solutions that improve the way people work and communicate. NEC delivers integrated Solutions for Society that are aligned with our customers' priorities to create new value for people, businesses and society, with a special focus on safety, security and efficiency. We deliver one of the industry's strongest and most innovative portfolios of communications, analytics, security, biometrics and technology solutions that unleash customers' productivity potential. Through these solutions, NEC combines its best-in-class solutions and technology, and leverages a robust partner ecosystem to solve today's most complex business problems. NEC Corporation of America is a wholly-owned subsidiary of NEC Corporation, a global technology leader with a presence in 160 countries and \$29 billion in revenues.

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About The Ksquare Group:

We are an enterprise valuing discipline, consistency, and transparency. We design and implement tech solutions using high-quality design standards, frameworks, and trusted methods. With 15+ years of expertise & 300 + Salesforce & Cloud-based projects, our Salesforce experts work on innovation to transform a business's vision into a success.