

How To



Gain Visibility and Insights into Salesforce Data with Event Monitoring

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With the increase of data within Salesforce, monitoring user behavior and preventing data loss is more important than ever. Salesforce Shield: Event Monitoring gives you real-time visibility into security, adoption, and performance events throughout your Salesforce environment, driving the strongest return on investment for your Salesforce deployment. Event Monitoring uses machine learning-backed algorithms to surface various threats and helps customers build flexible, customizable security policies that give IT the power to prevent and remediate malicious activities.

Three Reasons to use Event Monitoring

1 Monitor user activity and boost adoption

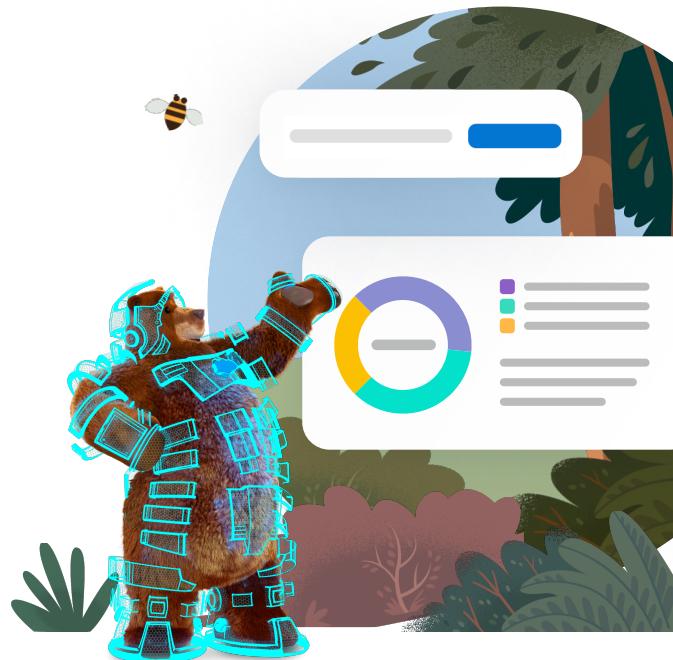
Examine Salesforce use with metrics like page views and click paths to help improve adoption.

2 Prevent and mitigate threats

Define Transaction Security policies using the declarative condition builder or code to prevent and mitigate threats.

3 Drive application performance

Analyze performance issues with production apps so you can fix them quickly and improve user experience.



Why implement an event monitoring solution?



of IT leaders list event monitoring as a top tactic for defending their organizations against security attacks¹



of executives say real-time threat intelligence is critical to their operating model²

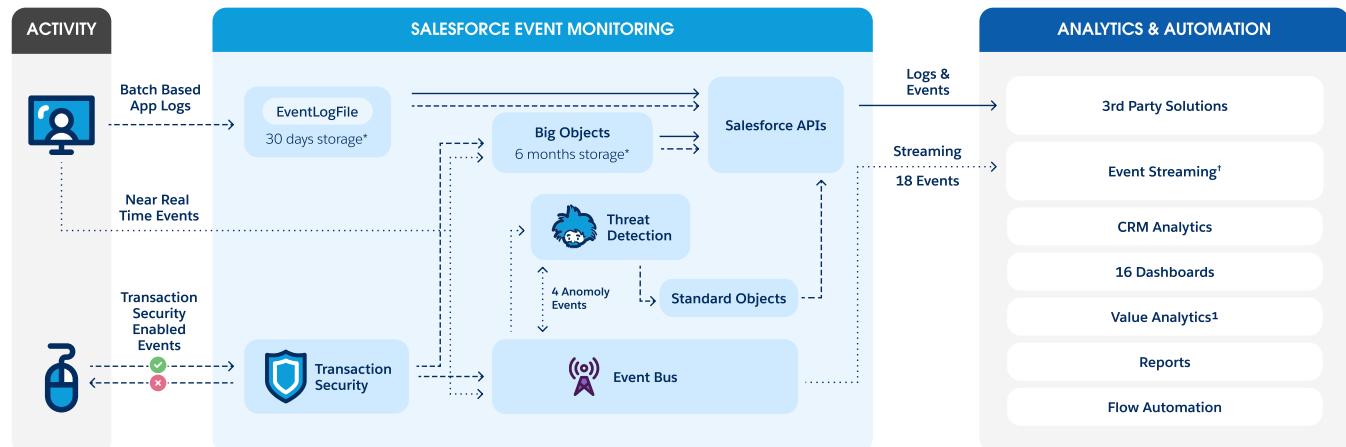


estimated market for application performance management by 2027³





How It Works



***30 days storage for all event types. 6 month storage for all real-time events with 10 years for Login and Identity Verification events.**

[†]Not supported by CRM Analytics as part of Event Monitoring. Partner support varies.

¹ Available for free on the AppExchange for all Event Monitoring customers.

-----> Sync Request / Reply

→ Async Batch

.....> Async / Streamin

Product Features

Event Log Files

Rich visibility into your org for security, adoption and performance purposes.

Analytics Studio

Create and visualize your own dashboards quickly and easily.

Threat Detection

Respond to machine learning identified threats & anomalies.

Store Big Objects

Store event data in Big Objects for 6 months and up to 10 years for select events. Query event data by event date or export it with the Bulk API.

Stream Platform Events

Monitor activity in your org in real-time by subscribing to standard Salesforce events.

Transaction Security

Define security policies using custom logic with clicks or code.



Learn more about Shield

Visit our Shield [webpage](#) today.



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