Securing Salesforce Account Access with MFA

June 25, 2020

Forward-Looking Statement

Statement under the Private Securities Litigation Reform Act of 1995:

This presentation contains forward-looking statements about the company's financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, diluted earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, the one-time accounting non-cash charge that was incurred in connection with the Salesforce.org combination; stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth and sustainability goals. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company's results could differ materially from the results expressed or implied by the forward-looking statements we make.

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Logistics and FAQ

How can I ask a question?

Please ask in the *MFA - Getting Started* Community, using the hashtag **#MFAWebinar**

Will this be recorded?

Yes.

Where can I watch the recording?

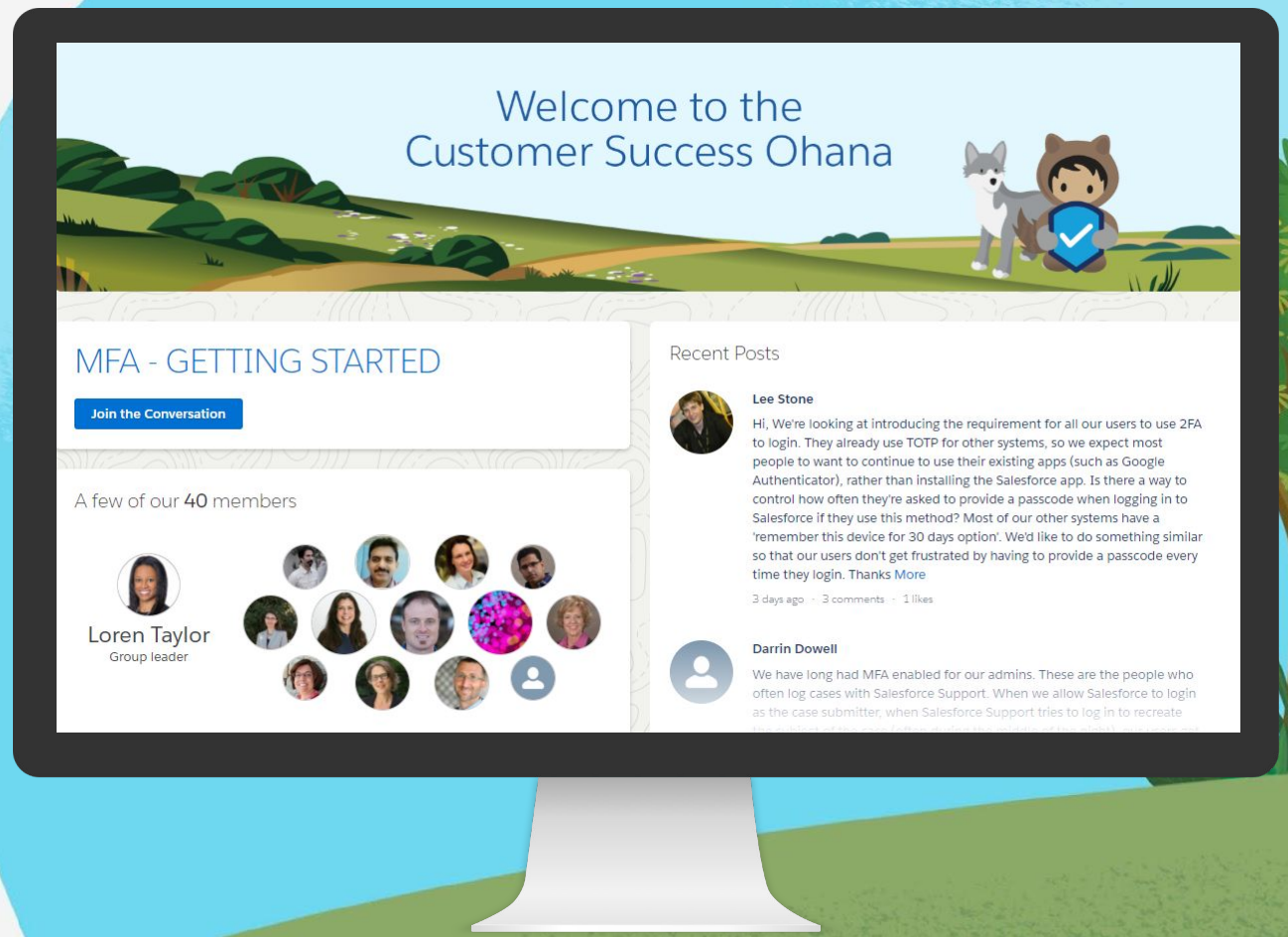
After the session, we'll post the recording in the ***MFA - Getting Started*** Community.

Where can I download the presentation?

You'll get a link in your inbox and can find it on the *MFA - Getting Started* Community.

Where can I go to get more information?

Visit the ***MFA - Getting Started*** Community Group : https://www.salesforce.com/mfa



Speakers

Mat Hamlin

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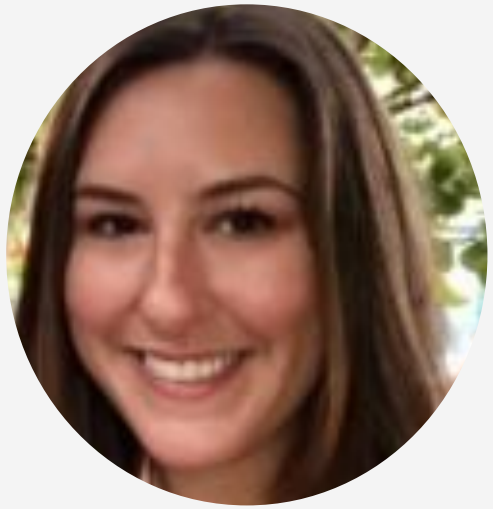


Laura Pelkey

Sr. Manager, Security Engagement - Salesforce

Agenda

What is MFA?

Security Best Practices

Demo: Setting Up MFA

Your Enablement Journey

Demo: How to Monitor User Adoption

Q&A

At Salesforce, we understand that the confidentiality, integrity, and availability of your data is vital to your business, and we take the protection of your data very seriously. As security threats grow increasingly common, it's essential to implement stronger measures of security to protect your customers and your business.

Security Partnership

Salesforce's Responsibility

- Prepare customers for an evolving threat landscape
- Provide solutions that enable the customer to keep their data secure
- Educate customers on the need and options for enhanced security

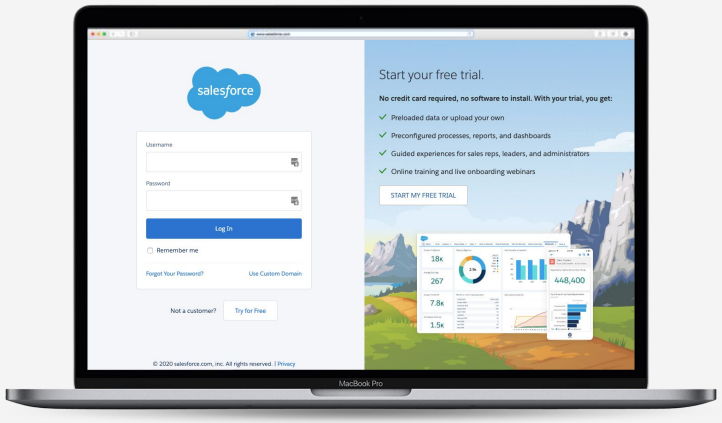
Customer's Responsibility

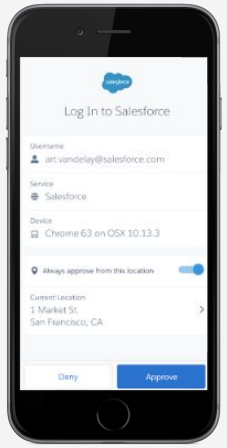
- Adopt the latest security controls and features available
- Continually monitor user behaviors and event logs
- Protect sensitive customer data in alignment with compliance standards
- Stay up to date with patching

What is MFA?

Enhance the security of your business

Secure user accounts with multi-factor authentication





MFA

Something you know

Login Credentials

Something you have

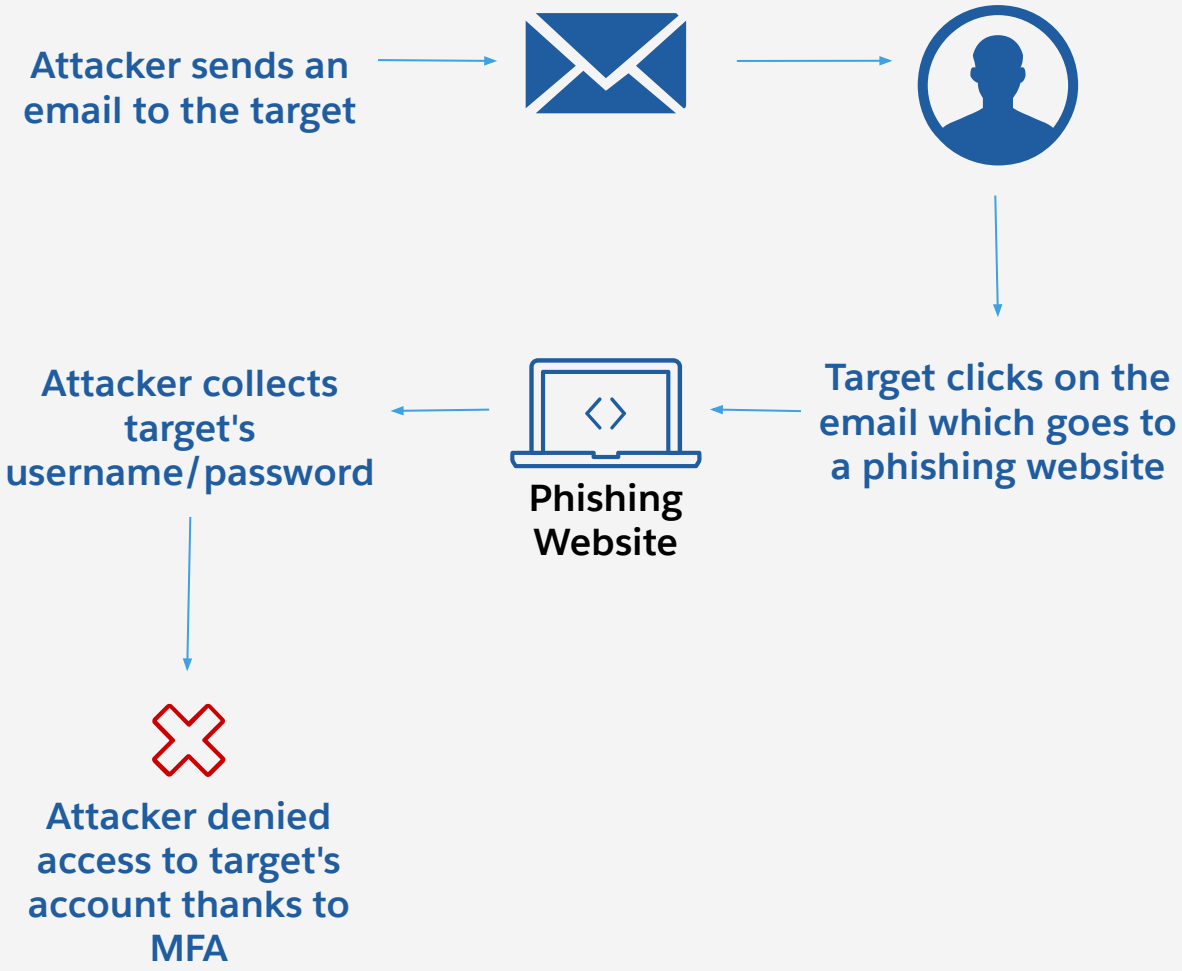
Salesforce Authenticator

TOTP Authenticator App

Security Key

Enabling MFA is one of the easiest, most effective actions you can take to secure your org(s)

How MFA Helps Prevent Common Attacks



- Phishing, vishing, smishing
- Spear phishing
- Keyloggers
- Credential stuffing
- Brute force attacks
- Man-in-the-middle (MITM) attacks

Strong Authentication Factors for Salesforce MFA

Salesforce supports these types of authentication factors

Salesforce Authenticator mobile app

Fast,
free authentication
sfdc.co/IntrotoAuthenticator

Third-Party Authenticator App

Such as:
Google Authenticator
Authy

Security Key

Such as:
Yubico's YubiKey
Google's Titan Security Key

Securely access Salesforce accounts

Set up MFA for your accounts or implement an SSO solution

Required with MFA

secure your accounts

Salesforce Authenticator

Security Key (U2F or WebAuthn Token)

Time-based One-Time Password (TOTP) Generator App

Strongly Suggested

secure your apps

Single Sign-On (SSO) + MFA

salesforce

onelogin

okta

duo

Not Supported with MFA

used for Identity Verification only

SMS (Text) Verification

Email Verification

Clouds that support MFA today

As of Spring '20

- sales cloud
- service cloud
- community cloud
- financial services cloud
- commerce cloud
- einstein analytics
- essentials
- health cloud
- platform

Government Cloud

Consumer Goods Cloud

Manufacturing Cloud

Philanthropy Cloud

Security Best Practices

Practices and Tools to Help Keep You Secure

Security Health Check

Security in a single view (products built on Salesforce core platform).
Run Health Check after every release.

User Permissions

Regularly evaluate user privileges/permissions.
Conduct user role audits quarterly.

Salesforce Shield

Gain granular control and visibility into your Salesforce org with Platform Encryption, Event Monitoring, Field Audit Trail.

Multi-Factor Authentication

Ensure MFA for your org with Salesforce Authenticator

Single Sign-On (SSO)

Standards-based integration to securely access Salesforce

Demo #1

Set Up MFA for Sales Cloud

Your Enablement Journey

Get Ready to Roll Out MFA

Identify users across Salesforce products

Audit roles & permissions

Determine migration timeline

Reduce the number of Admins

Rollout MFA to pilot group

Incorporate lessons learned

Executive Communication Plan

User Communication Plan

Change Management Plan

Monitor MFA Adoption

Create an MFA adoption campaign

Invite users to adopt

Review user identity verification:

Create custom User list view

Check Identity Verification History Setup

Install 2FA Dashboard

Track adoption over time

Demo #2

How to Monitor User Adoption

Resources

Get started with MFA

Take security to the next level

Get Started with MFA (Trailblazer Community)

2FA Admin Rollout Guide (eBook)

MFA Questions? (see our FAQ)

User Authentication (Trailhead)

Learn More with Upcoming Events

trailheadx
June 25, 2020

Security/MFA presentations & demos

Secure the 'Force game: https://sforce.co/3fRc69W

How to Cultivate a Culture of Giving Back
June 30 | Register

Using In-App Tools to Keep Your Teams Updated As You Re-Open Safely
June 25 | Register

Summer '20 Release Readiness Webinars

From June 14 | Register

Questions?

thank you
BLAZE YOUR TRAIL
salesforce