



Mastering Operational Resilience for Microsoft Dynamics CRM & Power Apps





Several converging trends are shaping Microsoft Dataverse usage (and all SaaS platforms to some extent) right now. First, the rate of data growth is staggering. The 120 zettabytes generated in 2023 are expected to surge by over 150% to 181 zettabytes by 2025. This explosive growth is driven by several factors, including the rise of low-code and no-code platforms, such as Microsoft Power Apps' 25 million monthly users (up 40% year over year). These platforms have democratized application development, allowing citizen developers—individuals without formal coding or IT experience—to create business-specific applications - fast. Unsurprisingly, these applications generate huge amounts of data.

While all of this data is being generated, regulators are trying to keep pace. With increased digitization, cyberattacks and data breaches have become more frequent. As a result, regulatory bodies have expanded their focus on restoration and recovery, emphasizing the importance of business continuity and disaster recovery (BCDR) planning, with a specific focus on data resiliency.

Taken together, all of these trends emphasize the need for a robust data protection solution. Whether your organization is dealing with increasing application adoption, heightened compliance focus, how to embrace generative AI or growing data volumes, it's essential to implement safeguards.

This guide will help you understand the importance of protecting your Dynamics CRM and Power Apps data and strategies for doing so.

How data loss happens in Microsoft Dynamics CRM and Power Apps

As organizations invest more in Microsoft Dataverse, the volume and velocity of data grow, along with the number of users and integrations. This increases the risk of data loss or corruption due to errors, malicious actions, or even generative AI.

In **Dynamics CRM**, the main risks of data loss stem from users customizing the platform for their needs. Like other CRMs, Dynamics CRM comes with a set of standard functionality. As teams grow and business requirements evolve, teams often find themselves needing to customize the platform or integrate another application with Dynamics CRM to meet their specific needs. These changes can often lead to accidental data loss or corruption.

When it comes to **Power Apps**, citizen developers are more empowered than ever to build applications and features. Without proper safeguards, however, these well-intentioned individuals might create applications that inadvertently overwrite, delete, or mismanage data. Additionally, inadequate security measures can expose potential data integrity issues and compliance breaches.

Regardless of the cause, the risk of data loss across both tools is real and necessitates the need to protect your data.

The question is, how?

Why native dataverse backup limits operational agility

While native Dataverse backup and recovery capabilities might be sufficient for smaller organizations, they lack the resilience and robustness needed by large or complex organizations.

The biggest limitation of native Dataverse backup and recovery is that you must back up your entire environment each time you run a backup. The larger the organization, the more challenging the 'full backup' option is. Teams simply cannot afford to back up and restore their entire environment because they will lose too much data from the time the data loss was discovered to the time the full restore needs to happen. Incremental backup and recovery is crucial.

As one software engineer at a Fortune 500 company we talked to put it, "Power Platform data backup and restore is only available at an environment level currently. This process causes more problems than it solves as it reverts the entire environment to the previous state, including the code behind the apps, workflows, tables, etc. This is a last resort method, and it is strongly advised that it be avoided at all costs."

Key challenges with native dataverse backup



Lack of granularity

Full-scale restores are unmanageable for specific data issues or evaluations.



Time-consuming

Full backups are time-consuming and likely will not meet recovery time and recovery point objectives (RTO and RPO).



Lack of scalability

IT departments require backup solutions that ensure high availability and minimal downtime. Native features don't offer the operational resiliency required for large-scale adoption.



Compliance challenges

Meeting regulations like GDPR and DORA is difficult or impossible with native solutions.



Inflexibility

Native backup processes can be slow and unpredictable, hindering the ability to move quickly, innovate, and adapt to changing needs.





Strategies to protect business-critical and customer data

If Microsoft's native options don't address your business requirements, what should you look for in a third-party backup and recovery solution?

Since customers are ultimately responsible for their Dynamics CRM and Power Apps data, it's crucial for admins and platform owners to quickly identify and resolve data loss or corruption issues, ensuring they meet or exceed company RPOs/RTOs. Downtime directly affects revenue and wastes valuable resources.



Proactive data detection

Without the right tools, data corruption can often go on for extended periods without being noticed. Your data protection solution should offer monitoring and alerts for any signs of data corruption or loss. This will allow admins to address potential issues before they escalate, ensuring data integrity and continuity.



Granular recovery capabilities

Full environment restores are often labor-intensive and complex, introducing the potential for errors that can further complicate recovery efforts. Granular recovery capabilities allow you to restore specific data points, such as individual records, fields, files, or objects. This precision reduces the risk of overwriting valuable data and speeds up the recovery process, ensuring critical operations can resume quickly.



Maintaining and streamlining regulatory compliance

Admins must stay audit-ready and mitigate financial and operational risks. A third-party backup solution should offer comprehensive compliance support, including automated audit logs, detailed reporting, and adherence to regulatory standards such as GDPR, HIPAA, and SOX. By maintaining a continuous and accurate record of all data activities, businesses can ensure they are always prepared for regulatory reviews, reducing the risk of non-compliance and the associated penalties.



Solutions built in lockstep with Microsoft

Own's Recover solution for Dynamics CRM and Power Apps was built with direct engagement with the Microsoft product team responsible for Dataverse. Plus, as an Azure deployable solution available in Microsoft Azure Marketplace and Appsource, you can be confident knowing Own is certified by Microsoft.

How Own can help

At Own, we help you uphold your part of the shared responsibility model with our market-leading backup and recovery solution, Own Recover. An IDC study found that Own makes data recovery teams 37% more efficient.

Benefits of Using Own



Precision and speed in recovery

Recover lost or corrupted data quickly and accurately.



Reduced recovery time and resources

Minimize time and resources spent on data recovery and management.



Simplified compliance

Maintain regulatory compliance effortlessly.



Proactive data health monitoring

Stay ahead of potential data issues.



Own gave us, in a short period of time, the ability to really fine-tune what we need to backup, improving our system's performance overall.

DAVID C COOK

Make your Dynamics CRM and Power Apps Data more Resilient

Ensuring business continuity and operational resilience is crucial in today's data-driven environment. With Own, you can protect your critical Dynamics CRM and Power Apps data, maintain compliance, and minimize the impact of data loss or corruption.

Dive deeper into data protection best practices for each platform:

Microsoft Power Apps Guide

Download now →

The Complete Guide to Backup and Recovery for Microsoft Dynamics CRM & Power Apps

Download now →

Want to see Own Recover for Microsoft CRM and Power Apps in action?

SCHEDULE A DEMO





OWN YOUR OWN DATA

About Own

Own is the leading data platform trusted by thousands of organizations to protect and activate SaaS data to transform their businesses. Own empowers customers to ensure the availability, security and compliance of mission-critical data, while unlocking new ways to gain deeper insights faster. By partnering with some of the world's largest SaaS ecosystems such as Salesforce, ServiceNow and Microsoft Dynamics 365, Own enables customers around the world to truly own the data that powers their business.

It's their platform. It's your data. Own it.

Learn more at owndata.com.