

GUIDE

Mastering Salesforce Data Storage: Maximize Efficiency, Minimize Cost

TABLE OF CONTENTS

Introduction

Understanding Salesforce Data Storage

Common Data Storage-Related

Maintain Data Storage Limits

How External Storage Integration

Conclusion

FAQs

Effective data storage management is the backbone of any Salesforce implementation. As your organization's records, documents, and analytics grow, managing where and how that information lives becomes critical, not only for system performance and cost control, but also for compliance, security, and user productivity. In this guide, you'll learn everything you need to know about Salesforce data storage: the different types, limits, monitoring best practices, and how to extend your capacity with an **external cloud archiving** solution like DataArchiva.

This guide explores Salesforce Data Storage in-depth, including its structure, advantages, and constraints, while offering strategies for optimizing data management. With these insights, your organization can manage data growth efficiently and ensure optimal Salesforce functionality.

| Understanding Salesforce Data Storage

Salesforce Data Storage is crucial for managing customer data and files. Understanding how it organizes and allocates storage is key for peak performance and scalability as your business grows. Let's explore the main components of Salesforce storage.

Why Data Storage Matters in Salesforce

Performance & User Experience

Excess data, especially large files and attachments, can slow page loads, lead to timeouts in reporting, and frustrate end users. Keeping data lean ensures reports, list views, and record pages load quickly.

Cost Control

Salesforce storage comes at a premium. Purchases beyond your included allocation can cost thousands per year. Prudent storage management lets you maximize your return on investment.

Compliance & Governance

Many industries require data retention and audit trails. Proper storage policies ensure you meet GDPR, HIPAA, SOX, and other regulatory standards without exceeding **Salesforce data storage limits** or risking data loss.

Read more: [The rising importance of data governance and archiving in healthcare](#)

Salesforce Storage Types

Salesforce distinguishes between three primary storage categories:

- » **Data Storage:** Houses structured record data: Accounts, Contacts, Opportunities, custom objects. Charged per 1GB of record data.
- » **File Storage:** Contains attachments, documents, Chatter files, Content Libraries, and Salesforce CRM Content. Charged per 1 GB of file data.
- » **Big Objects:** Designed for extremely large volumes of historical or log data (e.g., audit trails). Stored separately; intended for read-only or archival access.

Salesforce Storage Limits & Allocations

Per-Edition Allocations

- Essentials & Professional: 10GB + 200MB/user
- Enterprise & Unlimited: 120MB/user (Enterprise), 120MB/user + additional pooled storage (Unlimited)

Calculating Usage

- Salesforce provides both org-wide totals and per-object breakdowns.
- User entitlement = base org storage + (number of licenses × per-user storage).

Warning Thresholds

- Salesforce triggers alerts when you exceed 75%, 85%, and 95% of your allocation.
- User entitlement = base org storage + (number of licenses × per-user storage).

Monitoring & Reporting Your Storage Usage

- » **Storage Usage Dashboard:** Navigate to Setup Storage Usage to view your current consumption by Data, File, and Big Object.
- » **API & Scheduled Reports:** Use the Salesforce REST API or CLI to pull StorageUsage metrics programmatically. Automate weekly exports to track trends over time.

Key Metrics to Watch

- GB Used vs. GB Allocated.
- Growth Rate (GB/day or GB/month).
- Top 10 Largest Objects/File Types.

| Common Data Storage-Related Challenges in Salesforce

DataArchiva offers enterprise-grade solutions designed specifically for Salesforce to help businesses meet both data security and compliance needs.

Uncontrolled Data Growth

Every month, new Accounts, Opportunities, custom object records, attachments, Chatter files, and integrations (e.g. CPQ, Marketing Automation) generate terabytes of data. Without clear archiving policies, storage balloons.

- » **Soaring Costs:** Emergency purchases of extra Salesforce storage can run \$2,000–\$4,000 per extra GB per year.
- » **Performance Degradation:** Page-load times slow by 20–40%, frustrating sales reps and lowering CRM adoption.

Duplicate Records & Poor Data Quality

Multiple imports, manual data entry, and disconnected systems create duplicate leads, contacts, and cases.

- » **Skewed Analytics:** Dashboards overcount opportunities or customer interactions, leading to bad forecasting.
- » **Inefficient Sales Efforts:** Reps waste time calling the same prospect twice, hurting productivity by up to 15%.

Compliance & Audit Risk

Regulations like GDPR, HIPAA, SOX, and FINRA mandate precise retention periods, audit logs, and secure access for regulated data.

- » **Fines & Penalties:** Non-compliance can lead to penalties up to 4% of global turnover (GDPR) or \$1.5million per violation (HIPAA).
- » **Reputation Damage:** Data-breach news can erode customer trust, reducing renewals by as much as 10%.

Archive & Backup in Compliance with European Data Privacy Regulations

[Download the Datasheet](#)

Escalating Backup & Recovery Complexity

As data volumes rise, full org backups take longer. Recovery drills balloon from hours to days.

- » **Extended Downtime:** A standard restore after data corruption can take 48+ hours, impacting field operations and customer service SLAs.
- » **IT Resource Drain:** Admins spend 30–50% of their time managing backups instead of strategic projects.

Slow Reporting & Analytics

Large data-warehouse imports and historic datasets in Big Objects slow report run times and dashboard refreshes.

- » **Delayed Decisions:** Executives waiting 5–10 minutes for reports may defer decisions, missing market opportunities.
- » **Lower Productivity:** Analysts spend more time waiting than analyzing, cutting effective analysis time by up to 40%.

Budget Overruns on Storage Licenses

Unpredictable data growth makes it hard to forecast storage needs, leading to ad-hoc license purchases.

- » **Financial Strain:** Sudden license increases can disrupt quarterly budgets, forcing cuts in other IT projects.
- » **Contract Lock-ins:** Multi-year commitments lock you into capacity you don't fully use or pay overage fees you didn't plan.

Integration & Synchronization Bottlenecks

Connecting external file systems (e.g., AWS S3, SharePoint, and Google Drive) to Salesforce without a robust sync solution leads to broken links, failed uploads, and versioning issues.

- » **User Frustration:** 25% of users report “file not found” errors, raising help-desk tickets and slowing sales cycles.
- » **Compliance Gaps:** Orphaned documents may not be captured in e-discovery searches, risking incomplete audit trails.

Manual Archiving Overhead

Without automation, admins must manually identify, export, and delete stale records or files—often using spreadsheets or scripts.

- » **Labor Costs:** Admins spend 10–20 hours per month on archiving tasks instead of high-value process improvements.
- » **Human Error:** Inconsistent execution leads to either over-deletion (data loss) or under-deletion (continued storage bloat).

Read more: [Tiered Storage in Salesforce: Manage Hot, Warm & Cold Data Efficiently](#)

Almost every business experiences these challenges at one time or another. The solution is to move less-frequently accessed data off-platform, which can cut costs and improve performance without sacrificing accessibility.

But how do you do that? External storage system using a reliable third-party application!

A standout solution in this space is DataArchiva, which delivers robust tools for **Salesforce data backup**, archiving, and management. It specializes in BigObjects data archiving, securely storing older records within the Salesforce ecosystem or on external platforms like AWS, Azure, or GCP.

| Maintain Data Storage Limits in Salesforce with DataArchiva

Managing data storage in Salesforce can feel overwhelming, especially when storage limits and costs start adding up. That’s where DataArchiva steps in. It helps you effortlessly archive older or less-used data, keeping your system running smoothly without sacrificing access or security. With its smart monitoring tools and automated workflows, you can cut down on storage costs, boost efficiency, and stay on top of compliance, all without the hassle.

**Gain 100% Control and Insight Over Data Processes to
Boost Your ROI by 10x**

[Download the Datasheet](#)

Key Features of DataArchiva

Audit Logs

Track all activities to meet compliance standards effortlessly. For instance, a healthcare provider can monitor who archived data and when, ensuring full HIPAA compliance and simplifying audit preparation.

Multiple Archives

Set up multiple archives tailored to your organization’s policies. A global company can manage archives regionally to meet local regulations while maintaining centralized control. In one case, DataArchiva resolved data residency issues for an Australian tech firm. Read the full story.

Archive Analytics

Combine archived and active data for insights using built-in reporting tools. Sales teams can analyze historical data to uncover trends, revisit old opportunities, and identify growth areas.

Job Monitoring

Monitor archiving jobs in real-time, enabling quick identification and resolution of issues. For example, an e-commerce company uses this feature to ensure monthly archiving of customer transactions.

Restore, View, and Search

Easily access and retrieve archived data within Salesforce without complex processes. A tech firm, for instance, restores historical support cases for an audit, ensuring compliance with SLAs while maintaining strict access controls.

AI-Powered Cognitive Search

DataArchiva’s latest AI search tool makes finding archived data faster and easier. With natural language queries, you get accurate results instantly for complex searches while extracting key insights efficiently.

Home Warranty Provider Secures Salesforce ROI with DataArchiva's Archival Solution

Download the Case Study

| How External Storage Integration Helps

Approach	Pros	Cons
Native Salesforce Storage Only	Built-in, no additional setup	High per-GB cost; hard limits; performance hits as usage grows

Manual Exports & Spreadsheets	Low tech; no extra licenses	Error-prone, no audit logs, file links break, maintenance burden on admins
On-Prem File Servers	Control over hardware; existing investment	Complex VPN/firewall setup; poor scale; latency issues; difficult to secure remotely
Third-Party Document Repositories	Some offer Salesforce connectors	Often siloed UIs, limited search integration, extra user training, variable security
Cloud Object Storage Integration	Lowest storage cost, near-infinite scale, global availability	Requires middleware or apps like DataArchiva for seamless UX inside Salesforce

| Conclusion

Understanding Salesforce data storage types and allocations is one of the most critical parts of using Salesforce for data management. If your business data is stagnant, which isn't good news for a growing company, you don't need to focus on such aspects. However, we know that it is not true. You need Salesforce for data management, but also require a system that protects and stores your data once the Salesforce org reaches its limit.

Here comes the solution: a hybrid approach that combines careful on-platform management with an external archiving solution like DataArchiva. You can control costs, boost performance, and ensure compliance.

Start with a thorough audit, define your retention policies, and implement automated archiving to keep your org lean, fast, and future-proof. Call for a demo for a quick consultation.

| FAQs

^ How is Salesforce data stored?

Salesforce stores structured data (records, objects, fields) in its multi-tenant relational database. Each record occupies a portion of your allocated "Data Storage" based on its field definitions and attachments.

^ How to see data storage in Salesforce?

Navigate to Storage Usage. The dashboard shows total Data, File, and **Big Object storage** consumed by your org. Drill down by clicking on each category to view per-object usage (e.g., Accounts, Opportunities, Attachments).

^ **How much is Salesforce data storage?**

Salesforce allocates Data Storage and File Storage based on edition and user licenses. For example:

Essentials/Professional: 10GB + 200MB per user.

Enterprise: 120MB per user (pooled).

Unlimited: 120MB per user plus additional org-wide capacity.

Storage overages incur roughly \$2,000–\$4,000 per extra GB per year. You can view exact pricing on your Salesforce contract or in the Salesforce Store.

^ **Does DataArchiva require additional connectors to integrate Salesforce with external clouds?**

No additional middleware is needed. DataArchiva ships with built-in connectors for major cloud object stores—AWS S3, Azure, Google Cloud Storage—and handles authentication, secure data transfers, and metadata synchronization out of the box. You simply configure your cloud credentials and storage regions within DataArchiva's admin console, then define archiving policies.

^ **Should I archive or back up my data for optimal Salesforce data storage?**

Both strategies serve different purposes. Archiving moves cold or infrequently accessed data to an external repository, reducing your Salesforce footprint while keeping records searchable. Backup creates point-in-time copies of your org for disaster recovery and data corruption scenarios.

^ **What is the difference between file storage and data storage in Salesforce?**

Data Storage holds structured record data—Accounts, Contacts, Leads, custom object records—measured in gigabytes per record count. File Storage accommodates unstructured binary files like attachments, documents, Chatter files, and Content Library assets.

^ **How do I access externally stored data?**

With a solution like DataArchiva, archived records and files remain discoverable in Salesforce via indexed metadata and embedded links. On-demand restores fetch selected data back into Salesforce with a single click. You can also search archived content globally through the Salesforce UI or via API calls for seamless access without switching to separate storage consoles.