



Protect Your Microsoft 365 Experience with Cloud Backup





ENSURE YOUR MICROSOFT 365 PRODUCTIVITY IS PROTECTED

Microsoft 365 offers industry-leading security, privacy, and data availability. But to ensure your business gets the most from all the innovation and collaboration Microsoft 365 offers, an informed approach to data protection is required. This eBook is designed to walk businesses through the information they need to determine the Microsoft 365 data protection solution that is right for their business.

1. Recognize the Risks of Data Loss in the Cloud

- Sources of data loss
- Potential costs
- Business impact

2. Understand the Data Protection Microsoft 365 Offers

- Geo-redundancy
- Legal Hold
- Data retention

3. Review Popular Data Protection Strategies

- Key considerations
- Data protection options
- Where Microsoft 365 backup fits

4. The solution that frees you to innovate in Microsoft 365

- Comprehensive data protection
- Fast, flexible recovery
- Value for the money



1 | RECOGNIZE THE RISKS OF DATA LOSS IN THE CLOUD

Data loss happens in the cloud, and it's costly.

- Sources of data loss
- Potential costs
- Business impact

UNDERSTAND THE RISKS OF DATA LOSS IN THE CLOUD

32%

of companies lose data in the cloud¹

DATA LOSS HAPPENS IN THE CLOUD

Microsoft 365 doesn't prevent data loss due to human action, nor does it provide comprehensive data protection and recovery capabilities. One study found that 32% of the companies surveyed had experienced data loss in the cloud.

Data loss can occur in a variety of ways. Most loss is accidental or unpredictable.



ACCIDENTAL DELETION

Users may accidentally delete an email, file, or folder. In some cases, a user may intentionally delete a file, simply because they don't realize it might be needed later. And there are those times that a child picks up the phone, not realizing what happens when they click the cute garbage can icon.



SOFTWARE ISSUES

A variety of software issues make up the remainder of the data loss events. These include overwriting data, license changes or other changes with software or hardware that can make data unrecoverable.



HACKERS

Malware or other viruses may corrupt your data, making it unrecoverable. Ransomware, a rapidly growing form of malware encrypts files. The hacker includes with each file a ransom request to obtain the key to unencrypt the data, but with no guarantee.



MALICIOUS DELETION

A disgruntled employee may maliciously delete valuable contact information, or an entire mailbox or OneDrive for Business Account. A SharePoint admin can actually permanently delete an entire SharePoint site collection, making it immediately unrecoverable.



To prevent the loss of essential files due to a ransomware infection, it's recommended that individuals and businesses always conduct regular system back-ups."

-Ransomware on the Rise, FBI News,
US Federal Bureau of Investigation.

DATA LOSS CAN BE COSTLY

Microsoft 365 and the cloud do not prevent data loss due to human action, nor do they provide comprehensive data protection and recovery capabilities. One study found that 32% of the companies surveyed had experienced data loss in the cloud.

\$3,957

AVERAGE COST OF A DATA LOSS

Pepperdine University calculated the predictable cost per data loss to be \$3,957. However, depending on the content loss, that cost could be higher and even more devastating to a business.

\$15k+

EXTENSIVE COSTS OF A RANSOMWARE ATTACK

A ransomware attack not only includes a ransom demand, which can be expensive, it can put your business in an extremely vulnerable position, financially, legally, and emotionally. For many businesses, paying the ransom has been the only way to stay in business.

4%

COMPLIANCE ISSUES

Businesses have varying levels of compliance they must adhere to. If required to comply with regulations like the General Data Protection Regulations (GDPR), it is critical to ensure cloud data is protected. The fine for each infraction can be as much as 4% of a company's total revenue.



What is the value of your business data?
How would data loss impact on your business?
Would you be forced to pay a ransom to hackers to recover your data or save your business?



When all our SharePoint files were encrypted by ransomware, we thought paying the \$15,000 ransom may be the only way to save our business. But because our IT Partner deployed Cloud Backup, we quickly restored everything like nothing had happened.”

- Manager at Commercial Real Estate Firm that was a victim of ransomware

THE IMPACT OF LOST DATA ACROSS A COMPANY

The impact of a data loss goes beyond the cost of the data. Regardless of the data loss event, it can significantly impact everyone's life and productivity.

Executive

What would be the impact of losing data critical to strategic business decision making?

Sales

How would you deal with lost email or contacts for your biggest accounts?

Support

What would happen if your knowledgebase documents were deleted?

THE IMPACT OF LOST DATA ON ANY BUSINESS

Every company has valuable data it needs to remain productive, let alone stay in business.



Business Data:

- Financials Contracts
- Intellectual Property



Sales & Marketing Data:

- Customer email history
- Sales performance data



Internal Data:

- Project documentation
- Corporate policies
- Personnel files



2 | UNDERSTAND THE DATA PROTECTION OFFERS

Microsoft 365 includes a variety of data protection features. It's critical to understand what they cover and what they don't.

- Geo-redundancy
- Data retention
- Legal Hold

LEARN THE SCOPE AND LIMITATIONS OF MICROSOFT 365 DATA PROTECTION

Microsoft 365 does include a range of features that offer some level of data protection. However, it is important to know that none of these offer the complete data protection and recovery that businesses need.

MIRRORS ARE DIFFERENT THAN COPIES

Like many cloud services, Microsoft 365 offers geo-redundancy. This mirrors data across multiple data centers so whatever your data looks like in one data center is the same across all data centers.

What it Covers

The availability of your data 'as-is' across multiple data centers in the event of a data center outage

What it Doesn't Cover

The state of your data as it was before a data loss. If data is deleted, that deletion is replicated across data centers

140 DAYS

The average time that elapses from data compromise to detection.¹

LIMITED DATA RETENTION

Data that is deleted in Microsoft 365 is retained for a limited time, depending on the application, license limits, and configurations. It's an easy recovery if done in time. But unfortunately, if you don't realize what you lost until the retention expires, it will be unrecoverable.

What it Covers

Deleted data that is restored before the retention limit expires. Examples:

- Exchange Online: **14 days**²
- SharePoint & OneDrive for Business: **180 days**
- Office 365 Groups: **30 days**

What it Doesn't Cover

- Data that is not restored within the
- retention period
- Corrupted or encrypted data
- Malicious permanent deletion of data³

1. 6 steps to build a holistic security strategy with Microsoft 365, Microsoft Discover. Microsoft.com

2. Can be extended to 30 days

3. It is possible for SharePoint admins to immediately and permanently delete SharePoint site data and for end-users to do the same within their OneDrive for Business account



PREMIUM FEATURES FOR LEGAL AND COMPLIANCE REQUIREMENTS

Higher-priced Microsoft 365 licenses include features like Legal Hold and Archiving. These are specifically designed for legal and compliance requirements, not restoring data.

Data Protection Limitations

- Requires a higher-priced Microsoft 365 license
- Requires expertise to configure and manage

Data Restoration Limitations

- Not designed to quickly restore lost data
- Requires technical expertise to restore even just a single email to a mailbox



- What are the data retention policies and protection features of your Microsoft 365 licenses?
- Do you have the technical resources to configure and manage Microsoft 365 data protection features like Legal Hold?



3 | REVIEW POPULAR DATA PROTECTION STRATEGIES

There are a variety of types of data protection solutions. Understanding strengths and weaknesses of each will help you determine what's best for your business.

- Key considerations
- Data protection options
- Where Microsoft 365 backup fits

DETERMINE THE RIGHT DATA PROTECTION SOLUTION FOR YOUR BUSINESS

WHAT TO CONSIDER

There are several data protection solutions designed to complete the data protection and recovery needed for Microsoft 365. Each is designed for a particular purpose. As a result, one or more solutions might be required for the full data protection and data recovery requirements of a business. There are two key areas of consideration when selecting the right Microsoft 365 data protection.

DATA PROTECTION OPTIONS

The following table compares various data protection and recovery solutions. Each is designed to address specific coverage needs. As a result, one or more solutions might be right for your business.

SOLUTION	WHAT IT PROVIDES	STRENGTHS	WEAKNESSES
BACKUP	Multiple automated daily backups	Protects data and productivity by quickly restoring lost data	Limited to Microsoft 365 data
ARCHIVING	A separate location to store and/or secure data	May meet some compliance requirements	Does not store a separate instance of data, so is not designed to restore lost data
BUSINESS CONTINUITY & DATA RECOVERY (BCDR)	Ongoing backup of data across all systems	Protects against disaster by restoring all systems to a prior state	Inefficient, time consuming, and cumbersome for recovery less than all systems

WHY A BACKUP SOLUTION IS A GOOD FIT FOR ANY BUSINESS

An Microsoft 365 backup solution provides the foundational data protection every business needs. It's the right price and fit for any type or size of business, including those who may also need additional, more specific or extensive solutions.



4 | THE SOLUTION THAT FREES YOU TO INNOVATE IN MICROSOFT 365

There are three primary considerations for an Microsoft 365 backup solution.

- Comprehensive data protection
- Fast, flexible recovery
- Value for money

THE SOLUTION THAT FREES YOU TO INNOVATE IN MICROSOFT 365

Cloud Backup provides the most robust Microsoft 365 data protection today and is innovating to maintain its industry leadership as Microsoft 365 evolves.

1. COMPREHENSIVE DATA PROTECTION

Breadth and depth of protection

Cloud Backup is the most comprehensive Microsoft 365 backup solution. Its breadth stretches across new scenarios like Groups and Teams, and it goes deeper than others into each application and collaboration scenario.



- Email, Calendar, Contacts
- Tasks, Notes, Journal
- Public Folders



- Classic Team Sites
- Subsites
- Lists
- Files and versions



- Full account
- Folders
- Files and versions



- Conversations
- Calendar
- Files and versions
- Notebook
- Modern Team Sites

2. FAST, FLEXIBLE RECOVERY

Cloud Backup restores the exact data you need, right where you need it, quickly and easily



Frequent Daily Backups

- Up to 6 daily backups
- Minimized time from last backup to data loss



Rapid Search

- Find lost data in seconds
- Robust browse and search capabilities

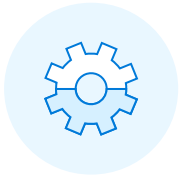


One-Click, Flexible Restore

- Bulk and Granular
- Cross-mailbox
- Point-in-time

3. GREAT VALUE

Almost no effort to configure, use, or manage. No overages no matter how much data you accumulate or how long you need it. Peace of mind for your data, productivity, and bottom line.



Efficient Setup

- Nothing to install
- Get started quickly
- Auto-enable new users and data



Unlimited Backup

- Up to 6 automated daily backups
- No storage limits
- Unlimited or custom retention



Peace of Mind

- Comprehensive protection
- No overages
- Flexibly grows with your business

CLOUD BACKUP OPTIMIZES THE VALUE OF MICROSOFT 365

Cloud Backup ensures you get the most out of your Microsoft 365 investment by protecting your data across the Microsoft 365 tenant

Better Together



Microsoft 365



CLOUD BACKUP

Empowers Productivity

- Get more done at the speed of the cloud
- Collaborate more seamlessly
- Work more flexibly
- Streamline IT management
- Lower IT costs

Empowers Data Productivity

- Comprehensive data protection
- Up to 6 automated backups per day
- Unlimited backup and retention
- Rapid search and one-click restore
- Great value

1. THE DEFAULT 14-DAY RETENTION CAN BE EXTENDED TO 30 DAYS

Contact us to learn more about backing up your Microsoft 365 data.