

## You Need to Backup the Microsoft 365 Cloud

Your business depends on it!

Why do you need backup? Because accidents happen and mistakes can leave your business at a standstill, costing tons of money in productivity, and in some cases even costing people their jobs. But with backup for Microsoft 365, you can protect yourself against unforeseen circumstances — loss of data caused by users or admins who've misplaced, deleted or altered content, an outage, or a ransomware attack. You don't have to sound the alarms yet though- as the most common scenarios include the need to restore content from previous employees and correct errors made by admins and users.



### Common User-Driven Errors

- ▶ "I've misplaced a document....the URL I have doesn't work anymore!"
- ▶ "The document version I have is corrupt and all my changes are missing!"
- ▶ "I accidentally deleted a planner task. I can't find the history!"

### Common Admin-Driven Errors

- ▶ "I've updated the apps on my site, but I need to roll-back some changes."
- ▶ "I've broken the inheritance on my site...people can't see my files anymore!"
- ▶ "A user left the company 6 months ago, but we forgot their retention policy!"

## But, doesn't Microsoft 365 cover me?

Microsoft is a force to be reckoned with, and the recovery capabilities they do provide are about 99.9999% reliable- but while it's pretty much perfect at what it does, there's still a lot of room for scenarios that could spell disaster. While Microsoft 365 has a few short-term recoverability options like the Recycle Bin and soft deletion, the support that comes with these is limited (lists and list items, permissions, metadata, out-of-place restores, and more), and it doesn't include out-of-the-box, long-term recoverability options! There are many content alterations that cannot be reversed, such as rolling back versioning on critical information or changes to permissions of files and locations. Additionally, not all content is supported by the Recycle Bin.

Out-of-the-box tools	Scenario
Version control (minimum 100 days)	User error: file corruption
Recycle Bin (93 days total)	User error: document deletion
Deleted email (14 days default – 30 max)	User error: email deletion
Soft-delete of Sites/Groups/Teams (30 days)	Owner/admin error, deletion
Retention settings (legal holds)	Legal retention only
Files restore – OneDrive/Sites/Teams	Ransomware
Restore from Microsoft Backup (14 days)	Corruption/ransomware

## When should I be worried?

Think about scenarios in which content is deleted or altered (that's not covered by Microsoft's native protection) along with recovery from malicious attacks, prolonged outages and long-term recoverability options after deletion. Remember, money talks...in 2019, ransomware attacks cost businesses an average of **\$41,000 and 12 days of downtime** per incident!

So, hypothetically speaking, what would you do if an incorrectly applied process caused the wrong data to be inserted into lots of fields? Or what if your users accidentally deleted critical entities and records? Wishing on a star will only get you so far—that's why it's best to be informed about Microsoft's native protection and your responsibility.

Microsoft Protection	Customer Responsibility
<b>Loss of service due to hardware or infrastructure failure</b>	Loss of data due to departing employees and deactivated accounts
<b>Loss of service due to a natural disaster or data center outage</b>	Loss of data due to malicious insiders/hacktivists deleting content
<b>Short-term user-error with recycle bin/version history (including new OneDrive Files Restore)</b>	Loss of data due to malware/ransomware
<b>Short-term administrative error with soft-delete for Groups, Mailboxes or services-lead rollback</b>	Recovery from prolonged outages
	Long-term accidental deletion coverage with selective rollback

## Do I really need help? You bet!

Microsoft admits they don't cover every Microsoft 365 scenario, no matter how common they may be. That's why it's crucial you enable your organization to roll back ALL changes to their SharePoint information and critical Teams and Groups workloads!

Did you know there's a Teams Chatbot that can help you scale your business via end-user restores? It's true!



### Get Unlimited, automated backup for your Microsoft Cloud assets

Automatic backups, up to 4X per day, for Dynamics 365, Microsoft 365, SharePoint Online, OneDrive for Business, Exchange Online, Project Online, and Groups. Our unlimited options give you flexibility to protect content as your organizational needs dictate.



### Granular restore...in or out of place

Search for and filter content for restore based on properties—including content type, owner, date created, file size, parent list name, parent folder name, email subject, date sent, and more. Restore granular content in place or out of place—even to your file system or export as a PST!



### Gain visibility & control over protected content

Our simple dashboard display gives immediate insight into what services are covered—and where you may be exposed. Whether you bring your own storage, or use our encrypted Azure storage, you'll retain full control over your precious content!