

Why Backing Up Your Office 365/G-Suite is Critical!

How is SaaS data compromised? (Software as a Service)

- **7% of data loss** is caused by malicious deletions
- **13% of data loss** is caused by viruses and hackers
- **47% of data loss** is caused by end-user deletions

A 2019 Gartner article projects:

By 2022, 70% of organizations will have suffered a business disruption due to unrecoverable data loss in a SaaS application.

(Gartner 2019 *Assuming SaaS Applications Don't Require Backup is Dangerous)



It's true that Microsoft has native retention and basic recovery capabilities, and businesses without mission-critical email and documents may find that these suit their needs. However, most business will require a more robust solution upon migration to Office 365 or G-suite. Here are just a few top-of-mind things to consider when evaluating the protection of your Office 365 data:

- Approximately 70% of data loss in a SaaS application is due to accidental or malicious deletion of data by end-users. If your discovery of the loss takes longer than the configured retention policy, the data is gone. Microsoft SLAs do not protect customers against this.
- If your Office 365 administrator account is compromised, your backups could be lost too.
- Will your Microsoft data retention capabilities be able to restore files and accounts in the configuration you need? Even if the data is backed-up as needed, the restore process could be more difficult and costly to your business than you want.
- Are you legally required to comply with specific retention and potential-litigation policies? Will the native tools provide this capability for you?
- Users can accidentally corrupt their data with malware, especially ransomware. Recovery from this scenario can be difficult and time-consuming using built-in capabilities. Versioning in OneDrive and SharePoint can help, but this counts against storage allocation and may result in additional storage costs.
- Microsoft urges caution and recommends full backups:
We strive to keep the Services up and running; however, all online services suffer occasional disruptions and outages, and Microsoft is not liable for any disruption or loss you may suffer as a

result. In the event of an outage, you may not be able to retrieve Your Content or Data that you've stored. We recommend that you regularly backup Your Content and Data that you store on the Services or store using Third-Party Apps and Services.

- Industry best practice is to use the 3-2-1 rule: at least three copies of data, in two different formats, with one copy stored offline or in the cloud. Following this rule remains one of the best ways to protect your data.

Recent Barracuda research reveals that at least 40% of companies surveyed aren't using any third-party backup tools to protect their mission-critical data in Office 365. That's at least 40% of companies that are at a high risk of data loss. Make sure you are taking the necessary steps to protect your email and data from causing your business significant downtime and costs.

