

EBOOK

# 7 REASONS WHY ORGANIZATIONS NEED MICROSOFT 365 BACKUP AND POINTERS TO MAXIMIZE ITS ROI



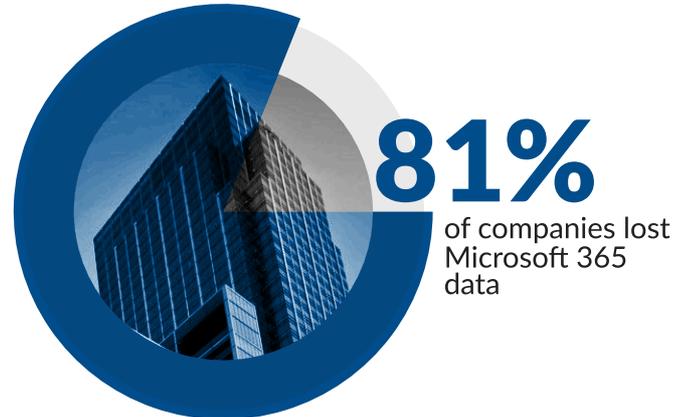
#1

# SAAS DATA LOSS IS PREVALENT

IMPACTING 80% OF BUSINESSES

SaaS platforms like Microsoft 365, Google Workspace, and Salesforce store vast amounts of business-critical data. However, many organizations assume their data is automatically protected by cloud providers - which is a dangerous misconception.

**Think data loss won't happen to you? Think again.**



## YOU CAN LOSE YOUR BUSINESS-CRITICAL DATA TO:



**Human error:** Mistaken deletion, critical email erased or an overwritten shared document? Recover ASAP with backup.

**88% of data breaches are caused by employee mistakes**

*(Stanford University)*



**Outages:** They do happen—stay productive with real-time backup for instant data access when you need it most.

**Microsoft 365 experienced four major global outages in 2023, affecting millions of users**

*(Microsoft Status Reports)*



**Cyberattacks:** Ransomware, phishing, and malware can cause massive financial loss, brand damage, and customer loss.

**Ransomware attacks increased by 13% in 2023, with global damages expected to reach \$265 billion by 2031.**

*(Verizon DBIR)*



**Synchronization errors:** Syncing multiple SaaS apps, a common scenario, can lead to data loss and workflow disruptions.

**64% of IT leaders cited misconfigurations and sync failures as major causes of cloud data loss.**

*(IDC Cloud Security Report)*



**Malicious intent:** Your SaaS data is prone to intentional overwrites and deletes by malicious insiders.

**50% of organizations experienced an insider attack in the past year**

*(Ponemon Institute)*

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# DATA LOSS IS DAMAGING

A RUTHLESS BUSINESS SLAYER

**Losing data isn't just frustrating—it can be catastrophic.**

**💰 Financial impact:** Ransomware attacks cost companies an average of \$4.35 million per breach (IBM).

**🕒 Downtime costs:** Every minute of downtime costs \$5,600 or more (Gartner).

**⚖️ Legal consequences:** Data loss can lead to lawsuits and compliance violations.

**💔 Brand damage:** Customers lose trust when their data is compromised.

**Without a robust backup solution, your business is one cyberattack away from disaster.**

## Your Ransomware Bill

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QTY	DESCRIPTION	COST
1	Ransomware Payment	\$2.73 Million
2	Downtime	\$5600/minute
3	Recovery	\$1.85 million
4	Insurance	Higher Premium
5	Legal	Class Action Lawsuit
6	Brand	Irreparable
7	Reputation	Loss of Customer Trust

Total : **Your Company is now Bankrupt**

\*\*\*\*\*



31% of cyberattacks

led to IT managers

being fired.

**Don't Risk Your Job!**

- Kaspersky Labs

The global average cost of a data breach is

**\$4.88 million**

And the time taken to identify a breach is

**261 days**

- IBM's Cost of a Data Breach Report 2024

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# YOU HAVE THE ONUS OF DATA PROTECTION

## THE SHARED RESPONSIBILITY MODEL

**Still think Microsoft, Google, or Salesforce has your backup?**

As per the Shared Responsibility Model Cloud providers protect their infrastructure, but you are responsible for your data.

Microsoft, Google, and other SaaS platforms do not offer unlimited retention or full data recovery.

Native tools have retention gaps, meaning deleted or corrupted data may be gone forever.



*"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 using Third-Party Apps and Services."*

**Microsoft**

## The Shared Responsibility Model

### Infrastructure and Data

### Security Onus

### Regulatory Obligations

#### Microsoft's Responsibility

Datacenter (DC)  
Network Controls  
Applications | Virtualization  
Operating System (OS)

DC Protection: Software Failures | Natural Disasters | Outages | OS Errors  
  
DC Redundancy | Replication  
  
Short-term Data Recovery

Role of a Data Processor  
Process Customer's Data as per Controller's instructions  
Timely Response to Breaches  
Policies | Audit Trail

#### Your Responsibility

Data Protection: Malware | Deletion | Ransomware | Sync Errors  
  
Data Backup  
  
Business Continuity | Disaster Recovery (BCDR)

Customer Data  
Endpoint Devices  
Account  
Access Management

Role of a Data Controller  
Data: Access | Privacy | Protection  
Backup | Retention | Archival  
Specific Legal Requirements  
GDPR | HIPAA | FINRA | SOX |

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# ONLY SAAS BACKUP GUARANTEES RECOVERY FROM ANY POINT IN TIME

NATIVE WORKAROUNDS DON'T MAKE THE CUT

With a third-party backup solution, organizations can recover *any* data from *any* point in time, ensuring seamless business continuity. Native backup and archival options are time-bound, tedious and do not offer easy and unlimited point in time recovery.

**Retention gaps:** Deleted data is only recoverable for a limited time. Even the paid native Microsoft 365 backup has an Exchange retention period less than one year.

**Limited restore options:** Search and granular recovery are highly restricted, with no option to export data.

**Cost-prohibitive:** Paid native backup options charge per GB, not per user. Your costs will rapidly increase as your data grows.

## Example: Comparing Native M365 Backup and Third-Party Backup

 Microsoft 365

 cloudally

- Backup Storage
- Retention
- Granular Restore
- Search
- Bulk Activation
- Auto-detection & Activation
- Data Export
- Cost
- Security
- Support

Same as M365 data 
1 year or less
Limited
Metadata
 Not supported
 Not supported
 Not supported
\$1.5 per GB
Backups not air-gapped
 Only chat/email support

External cloud storage 
Unlimited 
Across 
Metadata & Content Search
Yes 
Yes 
Yes 
Per User. Savings of 61% per year
Air-gapped backups
 365x24x7 real-person support

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# BACKUP IS CRUCIAL FOR COMPLIANCE

AVOID FINES & LEGAL RISKS

## Regulated industries must ensure data retention and recoverability.

With unlimited retention, assured recovery, stringent encryption, and global data centers, SaaS backup ensures 100% compliance and audit readiness,

 Key regulations requiring backup:

- **GDPR (EU)** Right to access and erase data.
- **HIPAA (Healthcare)** Secure patient record retention.
- **FINRA & SOX (Finance)** Strict audit and data retention rules.

## Global Data Protection Laws



## Failure to maintain backups can result in:

-  Fines reaching millions.
-  Legal liability from lost data.
-  Failed audits damaging trust.



*Organizations should “have the ability to restore the availability and access to personal data in a timely manner in the event of a physical or technical incident*

- Article 32 of the **GDPR**

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# SAAS BACKUP ENSURES BUSINESS CONTINUITY

RECOVER FAST, MINIMIZE DOWNTIME

## How Backup Minimizes Downtime

Keyword search and restore for critical files, emails, and databases.

Recovery from *Any Point-in-time* to restore systems to *any* specific version before an incident.

Daily automated cloud backup to ensure continuous protection.



*Downtime and recovery/remediation is the most expensive fallout of a data loss incident. Costing upwards of \$6,000 per minute (Gartner), downtime can be financially and operationally crippling*

## The Cost of Downtime



**41%**

of organizations faced unexpected downtime every week or month

source: FORRESTER

Companies without backups take

**10x**  
longer to recover

source: IDC

**93%**

of organizations endure financial losses from downtime

source: Gartner

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## IT'S A BEST PRACTICE

RECOMMENDED BY TOP IT ANALYSTS

Gartner warns: "Organizations that assume SaaS applications don't require backup, or that the SaaS vendor's data protection is sufficient, may place critical data at risk."

Forrester reinforces this, stating: "While most SaaS vendors explicitly state that data protection is the customer's responsibility, infrastructure and operations (I&O) leaders often entrust critical data to these providers without a plan for ensuring data resiliency."

Implementing a Microsoft 365 backup strategy is no longer optional—it's a critical necessity for data protection, compliance, and risk mitigation.



*Back up SaaS data or risk losing customers and partners. Stop leaving the door open to data loss—protect cloud data before it's too late*

**Gartner**

### **Gartner's 2024 Cybersecurity Report**

"By 2026, 60% of organizations will suffer major cloud data loss due to inadequate backup solutions."

**FORRESTER**

### **Forrester's Data Protection Insights**

"Businesses must implement independent SaaS backup to mitigate risks of accidental deletion, ransomware, and compliance breaches."

**IDC**

### **IDC's Cloud Security Trends**

"Organizations using third-party backup recover 80% faster from cyber incidents."

# POINTERS TO MAXIMIZE THE ROI OF CLOUD BACKUP

Investing in cloud backup isn't just about protecting data—it's about optimizing costs, enhancing efficiency, and ensuring seamless business continuity. A well-planned backup strategy not only safeguards your critical information but also reduces operational expenses, streamlines workforce management, and improves its productivity. Here's how you can maximize the ROI of your cloud backup solution.

## Get Backup on Your Terms – Flexible, Secure, and Scalable

Your business is unique, and so are your backup needs. CloudAlly provides flexible backup and recovery options, allowing you to choose backup storage type and location, retention policies, and recovery methods. Whether you need AWS backup, BYOS, or seamless API integration, CloudAlly adapts to your specific compliance and business requirements.

## Enjoy Comprehensive Protection with Multi-Solution Backup

Modern enterprises rely on multiple SaaS platforms. CloudAlly provides comprehensive backup for Microsoft 365, Google Workspace, Salesforce, Dropbox, Box, and more—ensuring data protection across your entire ecosystem.

## Minimize Downtime with Fast Self-service Recovery with Unlimited Retention

With point-in-time snapshots with unlimited retention, 1-click M365 Exchange recovery, granular keyword search and end user self-service recovery, minimize downtime and ensure seamless business continuity.

## Ensure Compliance with Secure & Audit-Ready Backup

Stay audit-ready with GDPR, HIPAA compliance, and ISO certification, plus secure authentication via SAML-Okta, OAuth, and MFA. Our immutable, AES 256-bit encrypted backups ensure resilience against cyber threats, adhering to a 99.99% SLA.

## Increase Productivity with Self-Service Recovery

IT teams are overburdened—CloudAlly's self-service recovery lets employees restore lost data independently, whether due to accidental deletion or cyber threats. This reduces downtime, improves disaster recovery speed, and is ideal for globally distributed teams.

## Save BIG: Low TCO and High ROI

Enjoy zero TCO and high ROI with built-in AWS storage, no-training UI, and free recoveries. Scale effortlessly with auto-license addition—no manual management needed. Benefit from pay-as-you-go pricing with monthly or annual plans (2-month discount), no long-term lock-ins, and opt-out anytime flexibility. Plus, get 24/7 Tier-1 human support and a dedicated customer hub with tutorials and interactive guides.

## Boost Revenue with MSP-Tailored Backup

Maximize profits with partner-special pricing, no quotas, and bundled packages. Manage subscriptions effortlessly via the Partner Portal, leverage co-branded marketing kits, and access training in the Partner Zone. Expand your brand with white-label backup, without the cost of building it.

# NEVER FACE DATA LOSS WITH CLOUDALLY

CloudAllly pioneered cloud-to-cloud backup in 2011 and now secures the SaaS data of over 30,000 organizations worldwide. Our robust, AWS-powered platform protects Microsoft 365, Google Workspace, Salesforce, Dropbox, and Box from data loss with seamless secure backup and flexible smart recovery.

With our ethos of “backup on your terms” we provide stringently encrypted, HIPAA- and GDPR-compliant backup, with unlimited retention and pay-as-you-go pricing. Backed by 24/7 real-person support, we ensure you never face SaaS data loss—giving you peace of mind to focus on what matters most.

## WHAT'S THE BEST SAAS BACKUP SOLUTION? AN OBJECTIVE CHECKLIST

- RECOVERY**
  - | Unlimited Retention | Point-in-time | Snapshots | Granular Keyword Search | Self-service Recovery | ZIP Export/Download |
- SUPPORT**
  - | 264x24x7 | Real-person | Learning Hub | Responsive | Multi-channel |
- MULTI-SAAS**
  - box, Salesforce, Google, Microsoft
- EASE OF USE**
  - No-Training intuitive UI | 5-Min Setup | Auto-archive licenses | Expanded Ecosystem & Accessible API |
- PRICING**
  - | Pay-as-you-go | Monthly and Annual subscription | Non-profit/Edu Discount | Dynamic Licesing |
- BACKUP**
  - | AWS S3 Cloud Storage | Comprehensive | Automated | Daily or 3X | BYOS |
- SECURITY**
  - okta, SAML, Immutable
- COMPLIANCE**
  - GDPR, HIPAA, ISO | 10+ Global DCs | Transparent Logging |
- RELIABILITY**
  - Proven Pioneers of SaaS Backup | Trusted by 30k+ Customers |
- FINE PRINT**
  - | No Hidden Fees | Zero-tiered Licensing | Unlimited Retention at No Additional Cost |

## Contact Us

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