

# THE REASONS FOR BACKING UP **MICROSOFT 365**



Pride Solutions Derby

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# KNOW THE FACTS

The Microsoft 365 suite of products are quickly becoming the “go to” for businesses, and this adoption shows no signs of slowing down anytime soon. There is no doubting that the services they provide are robust, their uptime statistics certainly demonstrate that they are focused on providing a solid infrastructure for their services.

## So, nothing to worry about then?

Wrong, unfortunately, there is a common misconception that this service also provides backups of your data. In fact the responsibility of this remains with you.

The reality is that without backups, you are left open to data loss. Reports state that 1 in 3 businesses that have adopted cloud technology have experienced a loss of data. Without a change in mind-set, you are increasing the risk of data loss, which could significantly damage your business.

You need to take control of your data and introduce a cloud backup solution that takes care of the day to day backups of your Microsoft 365 tenancy, provides you with data protection and a retention policy that suits your business requirements



# UNDERSTAND THE RISKS

Microsoft ensure that your applications and data are available to you but your Microsoft 365, EMail, Teams, OneDrive and Sharepoint data is still vulnerable to some significant risks. There are many studies that report on how data loss can be pretty devastating for a company, but the time lost in attempting data recovery can be equally damaging.

Cloud-based data is vulnerable to:

- **Malware damage and ransomware attacks**
- **Accidental or malicious deletion**
- **Retention policy gaps and confusion**
- **Cancelled user licenses causing data loss**
- **Intentional or accidental data overwrites**
- **Lost time when restoring data**

Microsoft does provide some restore abilities but they are very primitive and come with some pretty important limits that companies are unaware of. There is a study by Microsoft which states that compromised data can go undetected for about 140 days, however, the Recycle Bin only keeps the data for 93 days.

That by itself should be a good enough reason to consider a backup service to protect your business.



## THE DETAIL

★ **Malware damage and ransomware attacks**  
These types of attacks are becoming increasingly frequent and with the average time for recognising an attack being 140 days and a Recycle Bin age of 93 days. Microsoft recommends 3rd party backup as the only way to recover from data loss associated with ransomware encryption

★ **Retention policy gaps and confusion**  
Microsoft 365 has limited backup and retention policies that can only prevent situational data loss, and is not intended to be an all-encompassing backup solution. Another type of recovery, is a point-in-time restoration of mailbox items, is not available from Microsoft.

★ **Intentional or accidental data overwrites**  
Unfortunately, both the accidental and intentional overwriting of data happens and the same 93 day rule applies, so no rolling back to the previous version of the file when using save opposed to save as.

★ **Accidental or malicious deletion**  
When Email, Teams, OneDrive, SharePoint Online information or a site collection is deleted, the data will be placed in the Recycle Bin where it is kept for upto 93 days. After that time has expired it is automatically and permanently deleted, and there is no roll-back option.

★ **Cancelled user licenses causing data loss**  
As one would expect, an active Microsoft 365 license is required to access data. Unfortunately, inactive or deprovisioned user data is permanently deleted, and there is no rollback option. This is the same for OneDrive, Teams, SharePoint and Exchange Online.

★ **Lost time when restoring data**  
Contacting Microsoft Support for assistance with any data loss issue can be time consuming, and still may not result in restored files.

# THE SOLUTION

It may be that you have already deployed Microsoft 365 or it is something that you are considering but either way, you should now be of the opinion that you do need a backup solution.

Pride Solutions Derby are able to provide the solution that is right for your business.

Our Microsoft 365 Backup provides:

- Agentless or agent-based deployment
- Unlimited Data Backup Space
- Unlimited and Flexible Retention / Versioning
- Scheduling Function
- Multiple Restore Options
- Point-in-time recovery
- Choice of UK, EU, APAC and US storage
- GDPR Tool for removing data for compliance

All data has 256-bit encryption, licencing is on a per seat basis and includes UNLIMITED STORAGE & RETENTION.

It comes complete with UK support and we do not charge you for any transit or time for restores.



## Contact Us Now

If you are interested in a 15 Day Free Trial\* please get in touch.

**[enquiries@pridesolutions.co.uk](mailto:enquiries@pridesolutions.co.uk) or 01332 949706**

\* Our trials require no payment, card details or contract.