



Protect your  
Office 365 experience  
with Cloud Backup

# Office 365 Empowers Productivity

Office 365 is the number-one cloud-based productivity suite, with powerful tools for communication, collaboration, and content creation. More and more businesses are moving from various source email systems to take advantage of all that Office 365 offers.



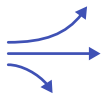
## Get more done at the speed of the cloud

Do more wherever you are with secure access, sharing, and file storage—at work, at home, or on the go. Stay connected with others, drive creativity, and spark innovation at the speed of the cloud.



## Collaborate more seamlessly

Office 365 features powerful, new collaboration scenarios such as Office 365 Groups and Microsoft Teams. They empower you to bring together teams and resources, all in one place to communicate, collaborate, and share data across Office 365 apps and services.



## Work more flexibly

Work anywhere, any time, and from any device. Create, share, and edit content across Office 365 applications and services, even when you're offline.



## Streamline IT management

Easily setup and manage users, devices, and data, and never worry about having the latest features and security updates. They're automatically delivered the moment they are available.



## Lower costs

Office 365 delivers enterprise-level IT infrastructure at a price that even small businesses can afford.

**“Office 365 unleashes our people to create, share, and collaborate using a variety of innovative products and scenarios like Groups and Teams. We knew we wanted to protect that value, and were thankful for our IT partner who helped us determine and implement the right protection for our business.”**

Recent Office 365 Customer



# Ensure your Office 365 productivity is protected

Office 365 offers industry-leading security, privacy, and data availability. But to ensure your business gets the most from all the innovation and collaboration Office 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 Office 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 Office 365 offers

- Geo-redundancy
- Data retention
- Legal Hold



## 3. Review popular data protection strategies

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



## 4. What to look for in your Backup solution

- Data protection coverage
- Data recovery speed and flexibility
- Total cost of ownership (TCO)



## 5. Pick the solution that frees you to innovate in O365

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



- ✓ **Due to the complexities of data protection and recovery solutions and the number of variables and options to consider, most businesses rely on an IT solution provider to help them determine and implement the right data protection for their business.**



# 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 cloud<sup>1</sup>

## Data loss happens in the cloud

Office 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.

## 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.



### 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.



### 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.



**“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

### Average cost of a data loss

\$3,957

Pepperdine University calculated the predictable cost per data loss to be \$3,957<sup>1</sup>. However, depending on the content loss, that cost could be higher and even more devastating to a business.

### Extensive costs of a ransomware attack

\$15,000+

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.

### Compliance issues

4%

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.

## 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?



### IT

How prepared are you for the various threats of data loss?

## 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
- Marketing Collateral



### Internal Data

- Project documentation
- Corporate policies
- Personnel files

“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 for us, they quickly restored everything like nothing had happened.”

Manager at Commercial Real Estate Firm that was victim of ransomware

1. Graziadio Business Review - The Cost of Lost Data, Pepperdine University.



- ✓ 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?



## 2. Understand the data protection Office 365 offers

Office 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 Office 365 data protection

Office 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.

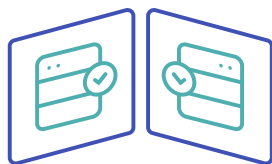


## Mirrors are different than copies

Like many cloud services, Office 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.

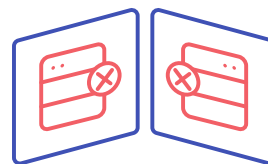
### What it covers

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.<sup>1</sup>



## Limited data retention

Data that is deleted in Office 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**<sup>2</sup>
- 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 data<sup>3</sup>

1. 6 steps to build a holistic security strategy with Microsoft 365, Microsoft Discover.Office.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 Office 365 licenses include features like Legal Hold and Archiving. These are specifically designed for legal and compliance requirements, not restoring data.

### Data protection limitations

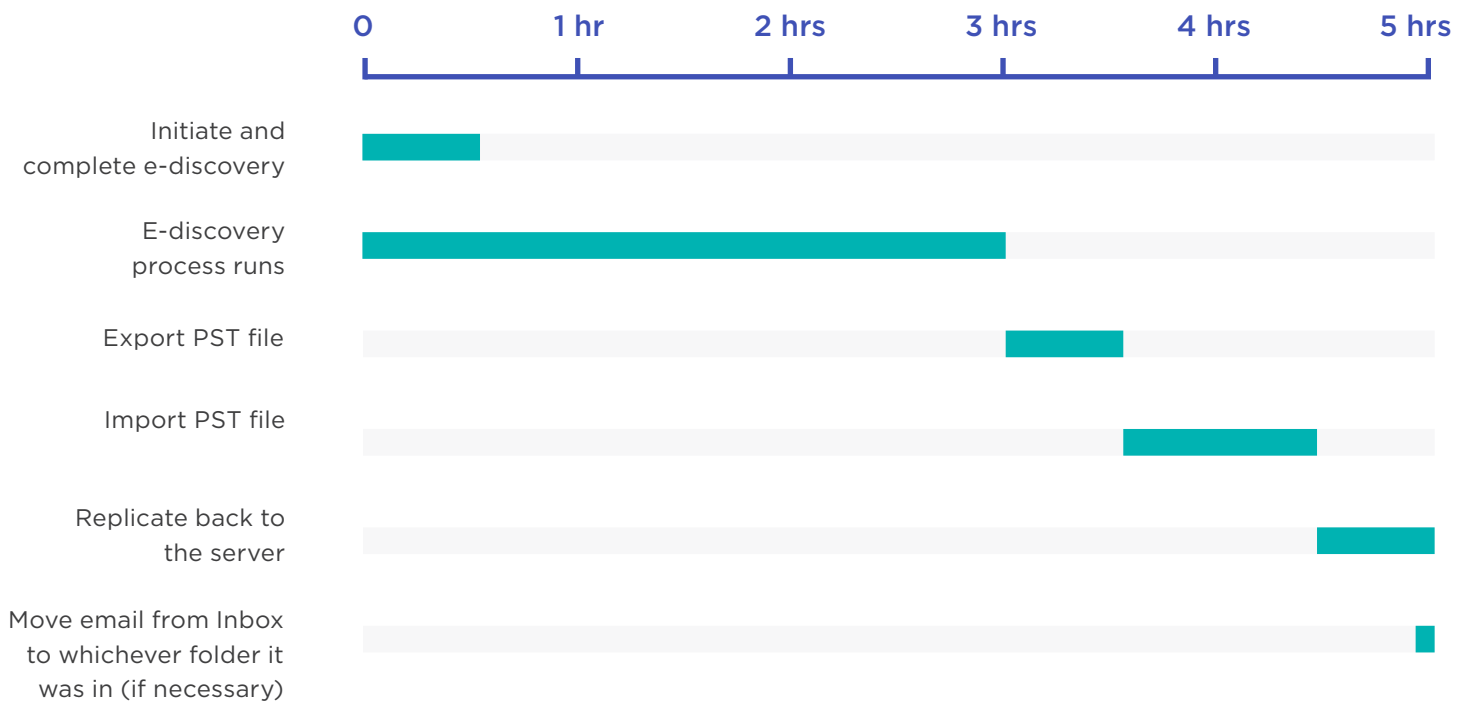
- Requires a higher-priced Office 365 license
- Requires technical expertise to configure and manage

### Data restoration limitations

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

## 5+ hours

Hours of technical labor required to restore a single email using Legal Hold.



- ✓ What are the data retention policies and protection features of your Office 365 licenses?
- ✓ Do you have the technical resources to configure and manage Office 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 Office 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 Office 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 Office 365 data protection.



### Data protection

- What data do you need to protect?
- Do you have legal or compliance requirements?
- Do you need a full business continuity and disaster recovery (BCDR) solution?



Office 365 Backup



Legal & Compliance Requirements

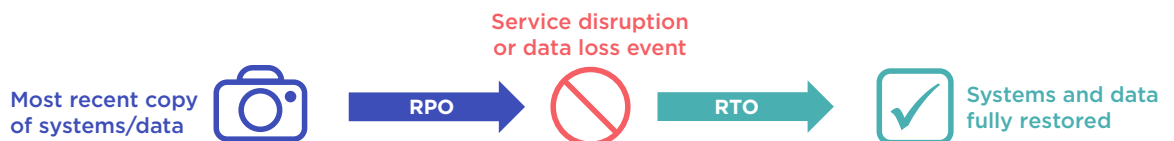


Application & System Recovery Needs



### Speed and recency of data recovery

- How many hours of data can you afford to lose?
- How fast do you need data to be restored?



#### Hours of lost data

The term restore point objective (RPO) refers to the elapsed time between the most recent copy of data and a service disruption and/or data loss.

#### Speed of recovery

The term restore time objective (RTO) refers to the time it takes to find and fully restore lost data.

The RPO and RTO considerations often depend on the kind of business. For example, financial institutions need the ability to restore the most recent data changes. Hence, they need a very low RPO, so customer financial records are the most up-to-date when restored, even if it means that the system is offline for some time. On the other hand, an eCommerce website needs the data to be restored ASAP (very low RTO) even if it means that the last few items that were added to a catalog right at the time of the crash are not in the backup.

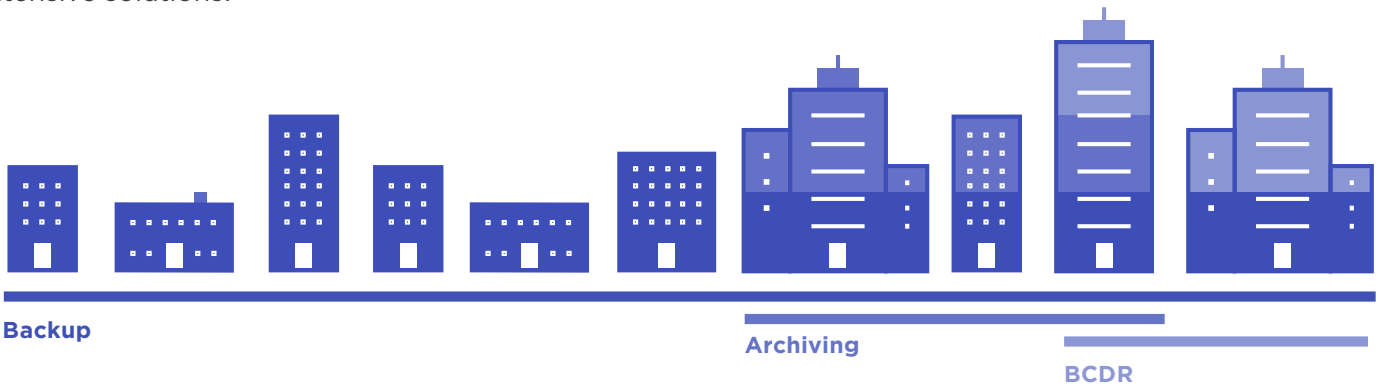
# Data protection options

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	Cost/Complexity
<b>Backup</b>	Multiple automated daily backups	Protects data and productivity by quickly restoring lost data	Limited to Office 365 data	Low/Low
<b>Archiving</b>	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.	Medium/Medium
<b>BCDR</b>	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	High/High

## Why a backup solution is a good fit for any business

An Office 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.



### Backup only

Many companies only require a backup solution to protect their data in a way that is fast and easy to restore.

### Backup + archiving

Companies who additionally need archiving or Legal Hold should add that functionality to users as needed.

### Backup + BCDR

Companies who require more extensive recovery across more technology than Office 365, also benefit from a backup solution to easily restore data in the most common Office 365 data loss events.

**“We would have been in real trouble had BOAB IT not configured Cloud Backup to protect our Office 365 data. We would have likely had to pay the \$6,000 ransom, with no guarantee of getting our data unencrypted.”**

Practice Manager at law firm that was victim of ransomware, but protected by Cloud Backup



- ✓ Does your business require a BCDR solution for protection beyond Office 365?
- ✓ Do some of your users require additional protection for legal or compliance purposes?



## 4. What to look for in your Backup solution

There are lots of Office 365 backup solutions out there. It's critical to find one that meets the following criteria:

- ✓ Data protection coverage
- ✓ Data recovery speed and flexibility
- ✓ Total cost of ownership (TCO)

# Understand what to consider when selecting a backup solution

## Coverage across Office 365 apps and services

Office 365 features powerful, new collaboration scenarios such as Office 365 Groups and Microsoft Teams. They empower users to bring together teams and resources, all in one place to communicate, collaborate, and share data across Office 365 apps and services, all without IT involvement.



Exchange Online



SharePoint for Business



OneDrive for Business

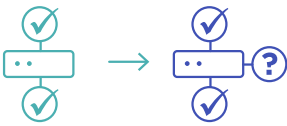


Office 365 Groups



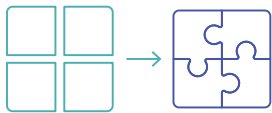
Microsoft Teams

You should not have to worry about where data is being created or be restrained from leveraging the best of Office 365 due to lack of data protection. It is therefore critical to select a backup solution that offers comprehensive protection across all components of Office 365 - not just bits and pieces like email. It should also cover the latest collaboration scenarios like Groups and Teams.



### Where are your users creating and sharing valuable business data, and how is it changing?

While evolving apps and services like Groups and Teams unleash end users for greater productivity and reduce the IT support burden for configuration and management, there may be less visibility into where valuable data is being created.



### Can you restore data stored in disparate applications back to an integrated scenario?

New collaboration apps and services are free from the boundaries of specific applications. E.g. the conversations and calendar of an Office 365 Group are stored in Exchange, whereas the files and Notebook are stored in SharePoint. In such an integrated scenario, it is critical that a solution not only back up the data stored within each application, but also be able to restore it within the integrated scenario for a seamless end-user experience.

**“Office 365 Groups, Microsoft Teams, and SharePoint Modern Team Sites are not just new applications. These scenarios shift the very foundation of collaboration, including how applications are combined, delivered, deployed, and managed to ensure the greatest productivity.”**

Leading IT Partner Firm

# Ensure data can be restored quickly and easily

Data protection is only half of the story. It is critical to choose a solution that is easy, flexible, and agile to ensure data is restored quickly, so you can stay productive.

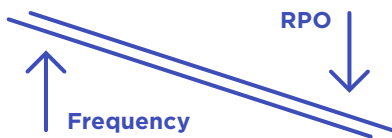
## Frequency of backup and speed of recovery

Data protection is only half of the story. It is critical to choose a solution that is easy, flexible, and agile to ensure data is restored quickly, so you can stay productive. In other words, it is important to again consider the RPO and RTO of the solution.



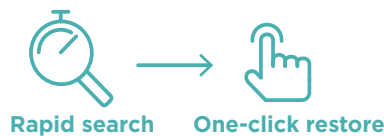
### Frequency of daily backups

As the number of automated daily backups increases, it reduces the RPO, or the time between the last backup and the data loss.



### Speed of recovery

Speed of search and restore reduces the recovery time (RTO) and the impact on the productivity of your business.

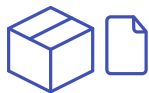


“With Cloud Backup, it took just a few minutes to initiate the restore, and then only a few hours for all 6 GB of data that were encrypted by ransomware to be restored exactly as they were, as though nothing happened.”

Chad Smith, Endeavour Solutions

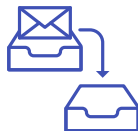
## Flexibility of restoration

You should be able to restore the data you need, where you need it, and from a specific point in time.



### Bulk and granular restore

You should be able to restore exactly what you need, from individual items to entire folders, lists, or even entire Group or site collection.



### Cross-mailbox restore

You should be able to restore the data from one mailbox into another if it is required for a specific business need.



### Point-in-time restore

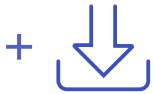
You should be able to restore data to a specific point in time. This is especially critical in the case of a ransomware attack.

## Total cost of ownership

When evaluating solutions, it is critical to consider costs associated with implementation, management, and storage. If a solution requires significant effort to set up and use, or includes additional charges for storage or extended retention, the price tag may be deceiving. Additionally, if you choose a solution that charges for storage, your cost will be unpredictable, and with the rapid acceleration in data creation, is likely to increase significantly.

### Required time and effort increases the true cost of any solution

To calculate the true cost of a solution, it is important to consider how much time and effort it will require, from installation to ongoing management.



#### Installation

Is there anything you need to install within your environment?



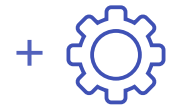
#### Configuration

How easy is it to set up and configure to meet your business needs?



#### Time to restore

How much time does it take to find and restore data?



#### Management

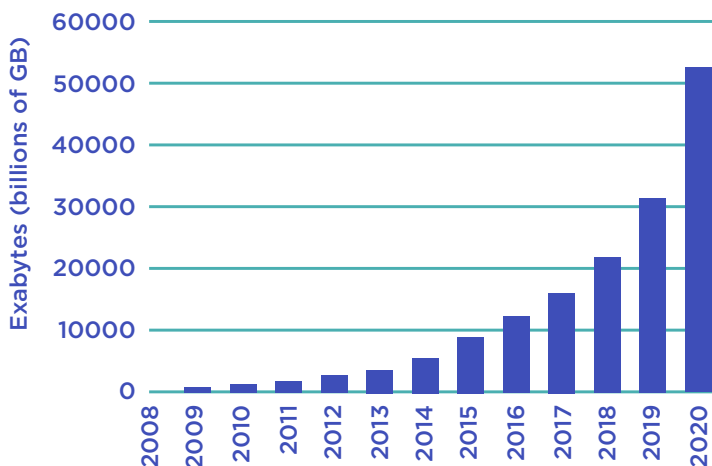
How much effort does it take to ensure the solution stays aligned with your evolving business and personnel?

### Storage growth may double costs

Many backup solutions charge separately for storage. This is an especially important consideration as the amount of stored data is expected to increase 2X by 2020, significantly increasing storage costs.

# 2x

Predicted data storage growth 2018 to 2020.



“Between the dawn of civilization and 2003, we only created five exabytes; now we’re creating that amount every two days. By 2020, that figure is predicted to sit at 53 zettabytes (53 trillion gigabytes) -- an increase of 50 times.”

Hal Varian, Chief Economist at Google



- ✓ How much will your users be leveraging new Office 365 apps and services?
- ✓ How important is recovery speed and flexibility to your productivity?





## 5. Pick the solution that frees you to innovate in Office 365

There are three primary considerations for an Office 365 backup solution

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

# Pick the solution that frees you to innovate in Office 365

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

## 1. Comprehensive data protection

### Breadth and depth of protection

Cloud Backup is the most comprehensive Office 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 Office 365

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

## BETTER TOGETHER



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 and productivity

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

## Cloud Backup complements any Office 365 license

No matter which Office 365 license is right for your business, Cloud Backup complements that license with the data and productivity protection you need.

	Office 365	Office 365	Office 365	Office 365 + Cloud Backup
Data Protection & Data Recovery Features	Business Premium	E1	E3+	Combined
<b>Exchange</b>				
Deleted item retention	14 days <sup>1</sup>	14 days <sup>1</sup>	14 days <sup>1</sup>	Unlimited
Storage capacity	50 GB per Mailbox	50 GB per Mailbox	100 GB per Mailbox	50–100 GB per Mailbox & Unlimited Backup
Can be configured to address compliance and litigation requirements	Available as add-on	Available as add-on	✓	✓
Allows for discovery and cross-mailbox search	Available as add-on	Available as add-on	✓	✓
Data recovered as it was where it was				✓
Autodiscovery and backup of all mailboxes and Public Folders				✓
Restore Emails, Calendars, Contacts, Tasks, Notes, Journals, and entire mailbox				✓
Point-in-time restore				✓
Cross-mailbox restore	Requires PowerShell	Requires PowerShell	Requires PowerShell	✓
<b>SharePoint &amp; OneDrive for Business</b>				
Deleted item retention	186 Day	186 Day	186 Day	Unlimited
Storage capacity baseline	10 GB	1 TB	1 TB	10 GB or 1 TB + Unlimited Backup
SharePoint storage capacity per user	500MB	500MB	500MB	500MB + Unlimited Backup
Protection from immediate permanent deletion of SharePoint site content by Site Admin and OneDrive for Business content by end user				✓
Autodiscovery of SharePoint sites and OneDrive for business accounts				✓
Backup and restore SharePoint files, lists, Modern & Classic Team Sites and subsites, and OneDrive for Business files, folders, and full account				✓
Point in time restore of OneDrive for Business accounts				✓
<b>Office 365 Groups and Microsoft Teams</b>				
Deleted item retention	30 days	30 days	30 days	Unlimited
Mailbox Storage Capacity (Conversations & Calendar)	50 GB	50 GB	50 GB	50 GB + Unlimited Backup
Data Storage Capacity (Files & Notebook)	1 TB	1 TB	1 TB	1 TB + Unlimited Backup
Backup and restore Conversations, Calendar, Files, and Notebook				✓

<sup>1</sup>The default 14-day retention can be extended to 30 days

