



MYTH VS. REALITY

WHAT YOU NEED TO KNOW ABOUT
MICROSOFT 365 BACKUP

PERCEPTION IS NOT REALITY. MANY ORGANIZATIONS THAT USE SAAS APPS LIKE MICROSOFT 365 OPERATE UNDER A COMMON MISCONCEPTION THAT IT'S THE SAAS VENDORS' RESPONSIBILITY TO PROTECT THE DATA AND THAT SAAS BACKUP ISN'T NECESSARY. THIS IS THE RESULT OF CRITICAL KNOWLEDGE GAPS SURROUNDING MICROSOFT'S ROLE IN DATA PROTECTION.

SaaS providers, such as Microsoft, have best-in-class security and disaster recovery capabilities to protect against infrastructure threats, including hardware and software failure, power outages and natural disasters. However, they do not protect you from some of the leading causes of SaaS data loss such as:



HUMAN ERROR

A leading cause of data loss, accounting for 64% of errors according to some estimates.¹



RANSOMWARE

The same tools that make SaaS apps great collaboration platforms also enable easy propagation of ransomware.



SYNC ERRORS

A third-party app sync error can ruin valuable SaaS data with no option to undo.



INSIDER THREATS

SaaS vendors have no way to identify intent. If an authorized user on the tenant makes a deletion request, it is viewed as legitimate, making employees and compromised credentials effective cyberattack vectors.

DEMYSTIFYING MICROSOFT 365 MYTHS



MICROSOFT 365 IS A HIGHLY SECURE PLATFORM

Microsoft data centers are protected by state-of-the-art security infrastructure, which make them virtually impossible to breach directly. However, architectural and functional aspects of Microsoft 365 make your tenant vulnerable to compromise and data loss due to human mistakes, programmatic errors, malicious insider activity, phishing, malware and ransomware attacks.



DATA PROTECTION IS MICROSOFT'S RESPONSIBILITY

Microsoft follows the "Shared Responsibility Model" where they are responsible for application uptime and availability, while you, on the other hand, are responsible for the protection of your data.



BACKUP FOR MICROSOFT 365 ISN'T NECESSARY

While Microsoft 365 have built-in features like Recycle Bin and shadow copies to store deleted data, these are temporary archival solutions, not a backup solution.

HOW DATA LOSS OCCURS IN CLOUD APPLICATIONS

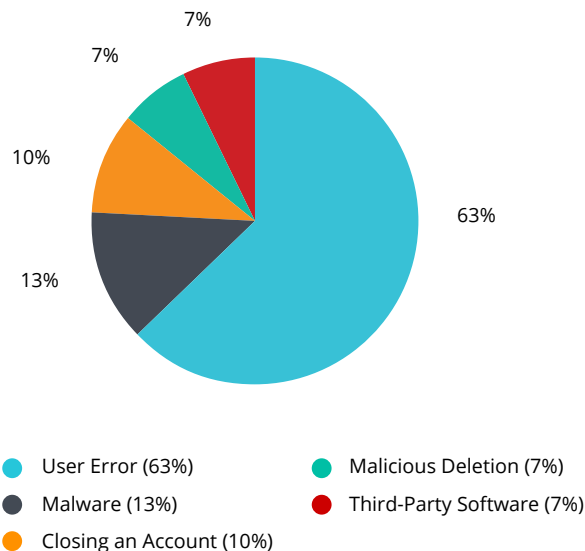


Reality

Data loss can occur in cloud-based applications, including Microsoft 365.

Microsoft 365 and the cloud do not prevent data loss caused by users. Over 77% of organizations that use SaaS applications have lost their data in the last 12 months,¹ and it isn't the only threat they face.

Another study² found that 32% of the companies surveyed had experienced data loss from:



Reality

Deleted items in Microsoft 365 will be permanently removed after 14 days.³

Deleted or corrupted items in Microsoft 365 may be unrecoverable before anyone realizes the needed files are missing. The average time it takes from compromise to detection is 220 days.⁴ Expanded Microsoft 365 licenses and features offer some archiving tools but do not protect against deletion. Plus, with Microsoft 365 alone, there's no fast, easy way to restore content exactly as it was and where it was to help your users get back on track quickly.

Exchange Online, SharePoint Online and OneDrive for Business are the applications your business relies on every day. But without a smart backup plan, finding and restoring lost Microsoft 365 data can take hours, days or even longer. Spanning Backup for Microsoft 365 gives you the tools to quickly recover lost emails, folders, files and more. No more panic when a user deletes an item — just quick recovery and back to business.



Reality

Without a robust backup solution, the time and cost of restoring lost data can be extreme.

Estimated time to restore data from Microsoft 365:



Read on and learn how to broaden your backup and recovery plan to include purpose-built protection for Microsoft 365.

Searching for a lost email can take hours.
Or, it can take seconds with the right backup plan in place.

Protecting Email: Exchange Online

EMAIL — Recover in seconds instead of hours or days.



Reality

Finding and restoring a lost email via Microsoft 365 can take hours.

Key business decisions, project planning, file sharing and other employee-generated data that run your business is often communicated over email. With many workers connected via email for extended hours each day, backup for Exchange Online is now more important than ever.

Unfortunately, lost email is inevitable. Users may accidentally delete important messages as they manage their overflowing mailboxes. Organizations may suffer data loss due to ransomware, file corruption or malicious deletion. By default, Exchange Online purges deleted messages after 14 days. That key email may already be permanently erased by the time a user realizes it's missing.

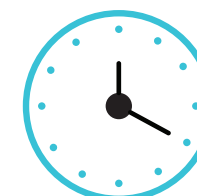
Even if you choose extended Microsoft 365 licenses with a longer window before purges, the time it takes to find and restore a lost email can be cost-prohibitive. If you've ever had to search through archives using the Exchange Online Litigation Hold feature, you certainly wouldn't want to go through that again. Litigation Hold is a great safety net for archiving but not an effective method for backup and recovery. There's an easier way, and you've got better things to do with your time.



Two ways to find and restore lost email:

5 MINS

**SPANNING BACKUP
FOR M365**



5 HOURS

**MICROSOFT 365
ARCHIVING**

Spanning Backup for Microsoft 365 protects your employees' email for a low per-user-per-month price. When an email is lost, you can quickly search or browse what you need in an intuitive web interface and restore what's missing. The whole process takes seconds or minutes rather than hours.

With Spanning, you can also restore entire Outlook mailboxes, which is something you can't do with Microsoft 365 alone.

Protecting Files: SharePoint & OneDrive

FILES — Restore files with ease even after Microsoft 365 purges.



Reality



SharePoint's collaboration capabilities leave valuable data exposed to risk of data loss events such as ransomware attacks, deletion, configuration and sync errors. The complexity of SharePoint makes recovery of data difficult once lost.

SharePoint Online and OneDrive for Business are key tools for many Microsoft 365 users as well as for the IT staff that supports them. Both applications provide users and teams with the tools to share and organize files, plus the ability to work from nearly anywhere. Another benefit for IT organizations is that these applications make it easy to manage user access and permission levels as compared to setting up custom network drives.

Many users are under the assumption that their SharePoint Online and OneDrive for Business data can't be lost because it's in the cloud. However, data can be deleted due to user error or malicious actions and files can become corrupted. Without a backup solution, Microsoft 365 provides no method for recovery after data is purged. And even if the data is still in the Microsoft 365 Recycle Bin, searching for what's needed can be similar to looking for a needle in a haystack, making restoration tricky.

SharePoint Site Admins can permanently delete their SharePoint data, making it immediately unrecoverable.



Items in the recycle bin are unrecoverable after 186 days.

Corrupted files can take hours to rebuild.



End users can permanently delete data in their OneDrive for Business account, making it immediately unrecoverable.

But there is another way. Spanning Backup for Microsoft 365 helps you quickly find the data you need and restore it. Unlimited retention, auto-discovery and up to six snapshots daily ensure complete and up-to-date protection. Point-in-time snapshots enable recovery of files, folders and entire libraries to their previous state while maintaining file and folder hierarchies. The powerful search makes it easy to find what you're looking for, one-click restores are non-destructive and put data right back where it was with no overwrites.

TOTAL MAILBOXES

Deleted Exchange Online mailboxes, folders and calendar items can't be restored with just Microsoft 365. But there is another way.

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Protecting Total Mailboxes: Exchange

TOTAL MAILBOXES

— Safeguard all of your users' Exchange Online data, not just email.



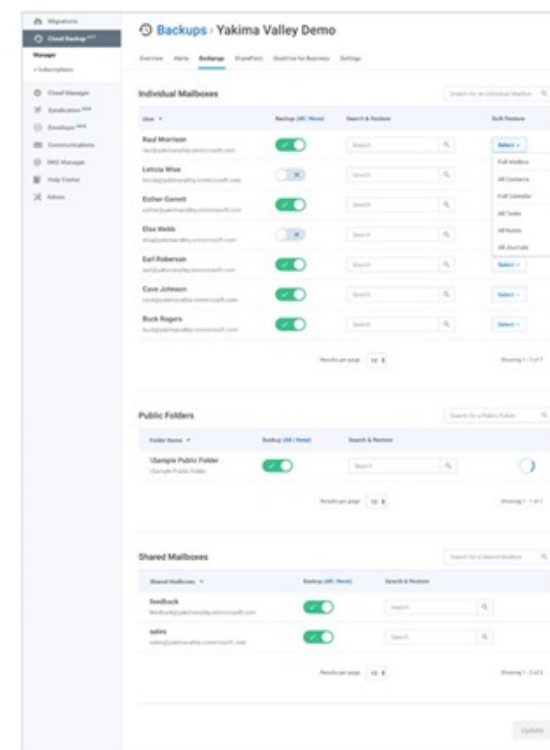
Reality

Microsoft 365 has no protection against deleted mailboxes, folders and calendars.

Although it may require hours of searching, it is possible to restore a single lost email using Office 365 alone. However, there's no way to restore account information such as folders, calendars, tasks or entire mailboxes. Your company's executives and sales team may have information for important business connections stored in Outlook. Lost data can mean lost deals or stalled strategic partnerships. Plus, entire Exchange Online mailboxes may be lost to malicious or accidental deletion and restoring these emails one-by-one would take forever.

Spanning Backup provides an easy way to find and recover any lost Exchange Online data. Quickly locate and restore a set of emails, a folder or an entire mailbox. Self-service recovery enables end users to perform their own restores for Mail, Calendar, OneDrive and OneNote, saving help desk costs and reducing the need for IT intervention. When files are lost or corrupted, users can quickly and easily restore point-in-time data to help ensure maximum productivity. Granular, search-based recovery helps locate individual pieces of data for even greater control.

Just need a single email? That's easy too! All of the data is available through an intuitive web interface. Use the powerful search tool or browse by Microsoft 365 username to find what you need and restore with one click.



Spanning Backup for Microsoft 365 Web Interface

Unlimited Retention for Hands-Off Backup

UNLIMITED RETENTION

— Reduce the time spent managing your cloud backup with low-cost, unlimited retention.



Reality

Constantly managing cloud retention and storage limits in the cloud can eat up all the time you wanted to save.

Cloud backup offers many benefits to overworked IT admins, including storage that easily grows with an organization's data footprint. However, depending on the backup solution you choose, increasing data in the cloud can come at a high cost that may not fit your budget. Constantly monitoring and adjusting cloud storage eats up all the time you were supposed to save with cloud backup. This is especially true when backing up applications with constantly changing amounts of data, such as Microsoft 365, which grows as rapidly as your company grows.

However, backup in the cloud doesn't have to break the bank or kill your productivity. Spanning Backup for Microsoft 365 delivers unlimited retention in the cloud for one low monthly price per user. It's part of our uber-easy solution for protecting Microsoft 365. No installation, no configuration changes when users are added and no fussing with storage. Just automatic, hands-off backup and simple recovery when data is lost.



Reality

The amount of data created over the next three years will be more than the data created over the past 30 years.

The world will create three times the data over the next five years than it did in the previous five. An estimated 59 zettabytes (ZB) of data will be created in the world this year.⁵

NO SWEAT RECOVERY

When data loss happens in Microsoft 365,
recover quickly and get on with your day.

UNITRENDS
A Kaseya COMPANY

Spanning Backup for Microsoft 365

NO SWEAT RECOVERY

— Cut out the panic. Save the day.



Reality

There's an easy, low-cost way to add backup for Microsoft 365.

You may already have Unitrends backup appliances in place for your physical and virtual servers. Now, broaden your backup and recovery plan to include purpose-built protection for Microsoft 365.

Exchange Online, SharePoint Online and OneDrive for Business are the applications your business relies on every day. But without a smart backup plan, finding and restoring lost Microsoft 365 data can take days or even be impossible. Spanning Backup gives you the tools to quickly recover lost emails, folders, files and more. No more panic when ransomware strikes or a user deletes data — just quick recovery and back to business.

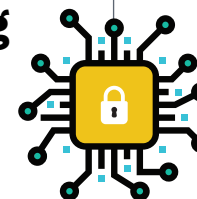
Spanning Backup for Microsoft 365

- ▶ Automatic backup
- ▶ Self-service recovery in seconds
- ▶ Lost email restored in just a few clicks
- ▶ Unlimited retention
- ▶ Secure encryption
- ▶ Easy setup — nothing to install
- ▶ Simple pricing — per user, per month on an annual term

Integrated Security: Anti-Phishing and Dark Web Monitoring

PROTECTION FROM TODAY'S THREATS

— Secure users and proactively identify accounts at risk.



Reality

According to the FBI, phishing was the most common type of cybercrime in 2020. Phishing incidents more than doubled since 2019.

Since the shift to remote working, cyberattacks such as phishing, business email compromise (BEC), account takeovers (ATO) and other forms of identity theft have run rampant. Spanning is integrated with a phishing defense platform and dark web monitoring to secure users and keep pace with today's cyberthreats.

Our phishing defense platform analyzes more than 50 attributes of employee communication, including the devices they use, who they message, times of the day when they are most active and more, to create profiles of trusted relationships. Powerful AI compares incoming communications to these profiles to detect and prevent sophisticated phishing attacks. Active warning banners alert employees of potentially unsafe senders and messages.

On the backend, Spanning dark web monitoring uses a combination of human and AI-enhanced analysis to alert administrators of compromised or stolen credentials, enabling them to take steps to secure accounts at risk before malicious activity occurs.

Why Spanning Backup?

- ▶ Human and AI analysis performs tens of thousands of queries daily.
- ▶ User-friendly administrator portals help monitor and investigate flagged messages.
- ▶ Customizable parameters.
- ▶ Live performance metrics visualize risk, providing insights to potential security gaps.
- ▶ Automated reporting provides actionable information and insights.



Your Next Step

To discover how Unitrends delivers automatic backup and easy recovery for Microsoft 365:

Explore

Spanning Backup for Microsoft 365

See details, read customer testimonials and get pricing.

Request a free trial

Contact us to test drive Spanning Backup for Microsoft 365 in your environment.

Sources

1. <https://www.mydbsync.com/blogs/reasons-to-protect-your-saas-data/>
2. January 2013 SaaS report by the Aberdeen Group
3. This retention can be extended to a maximum of 30 days.
4. <https://logsentinel.com/blog/2020-data-breach-statistics/>
5. <https://www.idc.com/getdoc.jsp?containerId=prUS46286020>