

Choosing the Right Backup Solution for Your Clients' Microsoft 365 Data



How data loss can happen in Microsoft 365

Many organizations and even some MSPs mistakenly believe that Microsoft 365 data is automatically protected. However, that is only partially true. Microsoft does come with trusted security measures, ensuring you won't lose data.

Like most SaaS providers, Microsoft operates on the "shared responsibility model." Hence, when it comes to data loss or downtime incidents occurring due to human and/or programmatic errors, insider activities or cyberattacks, Microsoft won't be responsible.

By now, it's clear that Microsoft's built-in protection isn't foolproof. In fact, there are multiple ways your clients can lose their Microsoft 365 data.

- » **Accidental deletion** is the most common cause of Microsoft 365 data loss. Employees can delete a file or a folder assuming it's no longer needed, only to realize their mistake later. In other scenarios, users can click the wrong buttons without realizing it (especially for mobile devices).
- » Any **misconfiguration in the migration process** can lead to data loss. Manual migration of Microsoft 365 data from one account to another is error-prone due to its complex and time-consuming nature, leading to data being left behind or overwritten.
- » **Bad integrations** of third-party apps with Microsoft 365 can lead to data being deleted, overwritten or lost. Sometimes it could be the user's fault, and other times, the app itself could be faulty. The data lost, as a result, will be gone forever, unless there's a backup.
- » Microsoft 365 data is highly susceptible to **malware (particularly ransomware) attacks**. Microsoft's built-in protection against malware doesn't guarantee detection of every infection.
- » Disgruntled employees can **intentionally delete important files** of an organization as an act of vengeance, making data recovery and restoration difficult.

For whatever reason customer data gets deleted, Microsoft has no way of knowing whether it was intentional or accidental. What's scarier is that if a hacker made the request, Microsoft would interpret the action as coming from a customer. As a result, there will be no scope to hold extra copies for data restore afterward.

A cloud-to-cloud backup solution is the need of the hour for dependable protection against the data loss scenarios mentioned above.

Choosing the right Microsoft 365 backup solution: Key considerations

Not every backup solution will be ideal for you and your clients. Let's look at the factors to consider when selecting the right Microsoft 365 backup solution for managed service providers (MSPs) like you.

Checklist: Choosing the Right Backup Solution for Microsoft 365

CONSIDERING FACTOR	DESCRIPTION
Air gap <input type="checkbox"/>	Does the solution store backups outside of Microsoft 365/Azure? The standard method of data backup – the 3-2-1 rule – applies to any data, including SaaS applications. As for on-premises backups, at least one copy should be stored in a remote location so that it can be restored in case of any cloud outage.
Data sovereignty	Does the solution offer you a choice of data centers in different regions? Numerous data regulations, like General Data Protection Regulation (GDPR), require storing customer data in in-country data centers. This ensures sensitive data isn't easily abused by cybercriminals. Your clients can easily access their Microsoft 365 data in the event of a data disaster and recover it quickly when needed.

CONSIDERING FACTOR	DESCRIPTION
All applications <input type="checkbox"/>	Does the solution back up Exchange Online, SharePoint Online, OneDrive for Business and Microsoft Teams? Due to data sprawl, your clients' data gets distributed across multiple Microsoft apps. All data stored in those Microsoft applications are critical. An ideal backup should be able to offer protection for all these apps.
Retention policies <input type="checkbox"/>	Does the solution offer multiple retention policies to match your clients' needs and budgets? Your clients may often require seven-year or even 20-year retention of backups.
Scalability <input type="checkbox"/>	Does the solution easily scale without additional complexity? You may have multiple clients, and your clients, in turn, may have thousands of users. This makes data monitoring and management challenging, and the complexity of the user interface results in incurring additional costs for your business.
Credentials isolation <input type="checkbox"/>	Does the solution offer a separate set of credentials for backups versus primary data? OR can your Microsoft 365 and Azure admins access Microsoft 365 and backups with the same credentials? As part of the air gap principle, it is crucial to control and isolate data access, including credentials.
Operational integrations <input type="checkbox"/>	Does the solution integrate natively with tools like PSA, RMM, billing, IT documentation, dark web monitoring and other out-of-the-box solutions? Operational integrations manage the workload, allowing technicians to focus on other business-critical tasks. This ultimately ensures productivity and helps your clients grow their businesses.
Predictable pricing and TCO <input type="checkbox"/>	Does the solution have a simple and predictable pricing model, or are there any hidden costs, like storage fees or egress, to be aware of? A simple and predictable solution pricing model without hidden costs is ideal for planning and forecasting MSP margins.
Established technology <input type="checkbox"/>	Is the solution established and proven for years across multiple customers, or is it in a beta/public review? A reliable solution ensures client satisfaction, and most importantly, it allows your clients to get the lost data back into their environment quickly and intuitively.

Reliable protection for your client's Microsoft 365 data

Built exclusively for MSPs, [Datto's SaaS Protection for Microsoft 365](#) ticks all the boxes cited above. It ensures that your clients' Microsoft 365 data is safe and secure. The solution scans Microsoft 365 for cyberthreats and protects with 3x daily backups and flexible, fast recovery. So, be a hero of your clients' Microsoft 365 data and offer them data peace of mind with Datto SaaS Protection.

Want to see firsthand how you can save your clients' Microsoft 365 data with our comprehensive SaaS Protection?

[Schedule a demo today!](#)



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Effective September 2023.