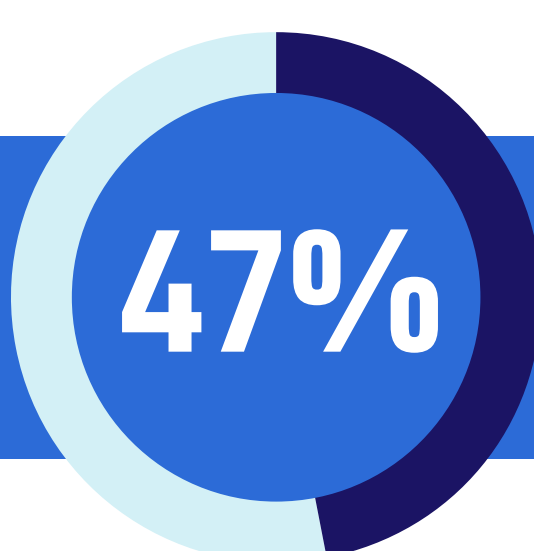
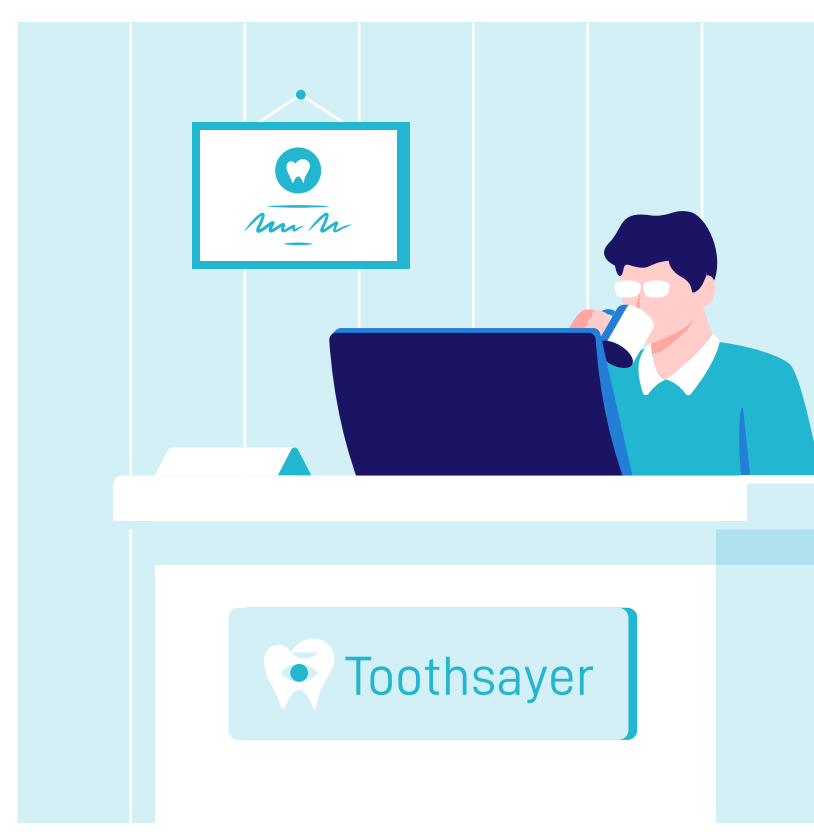


# The Shared Responsibility Model and the Importance of Cloud Backup



47% of data loss is caused by end user deletions.



## This is called the Shared Responsibility Model.

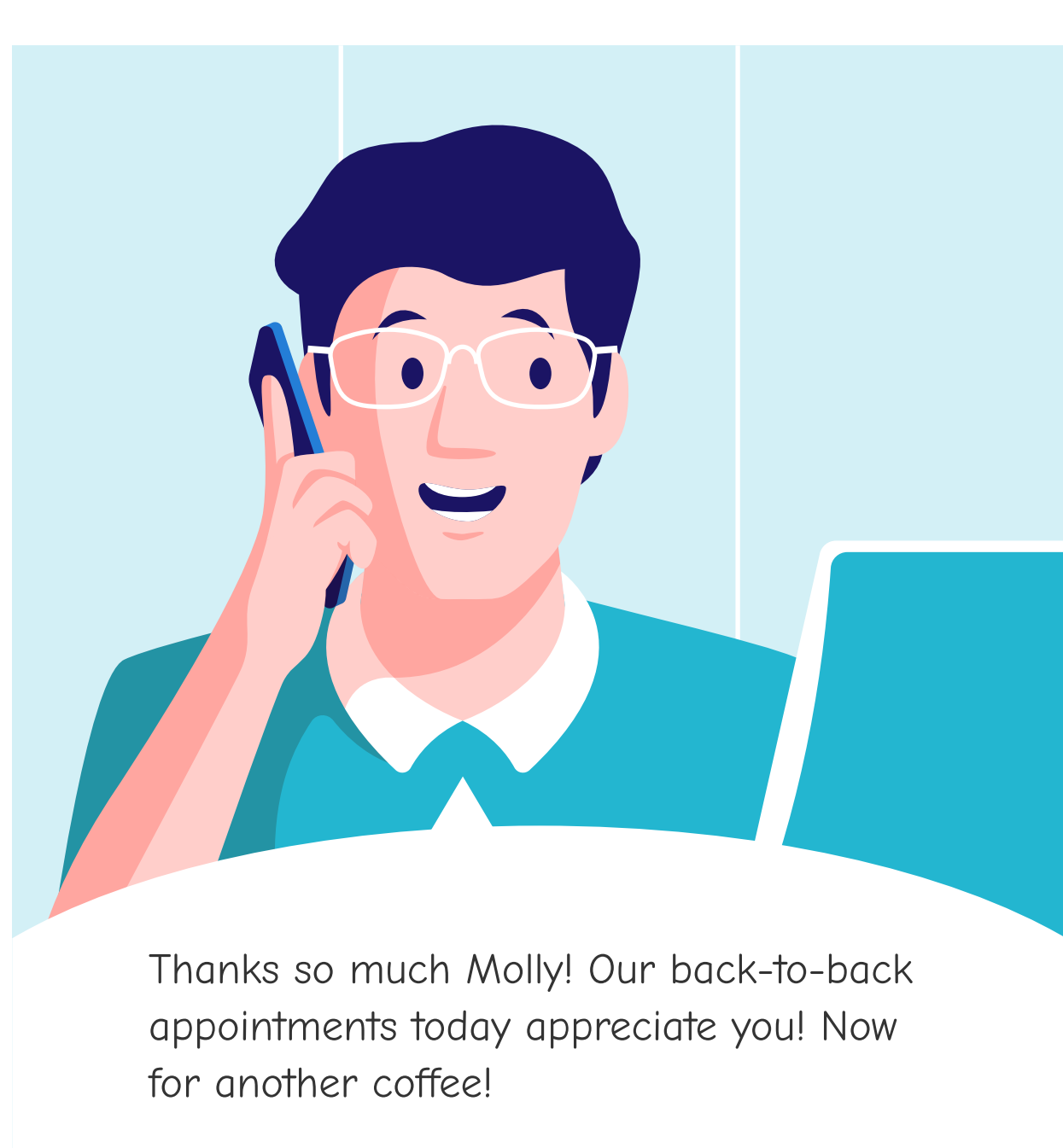
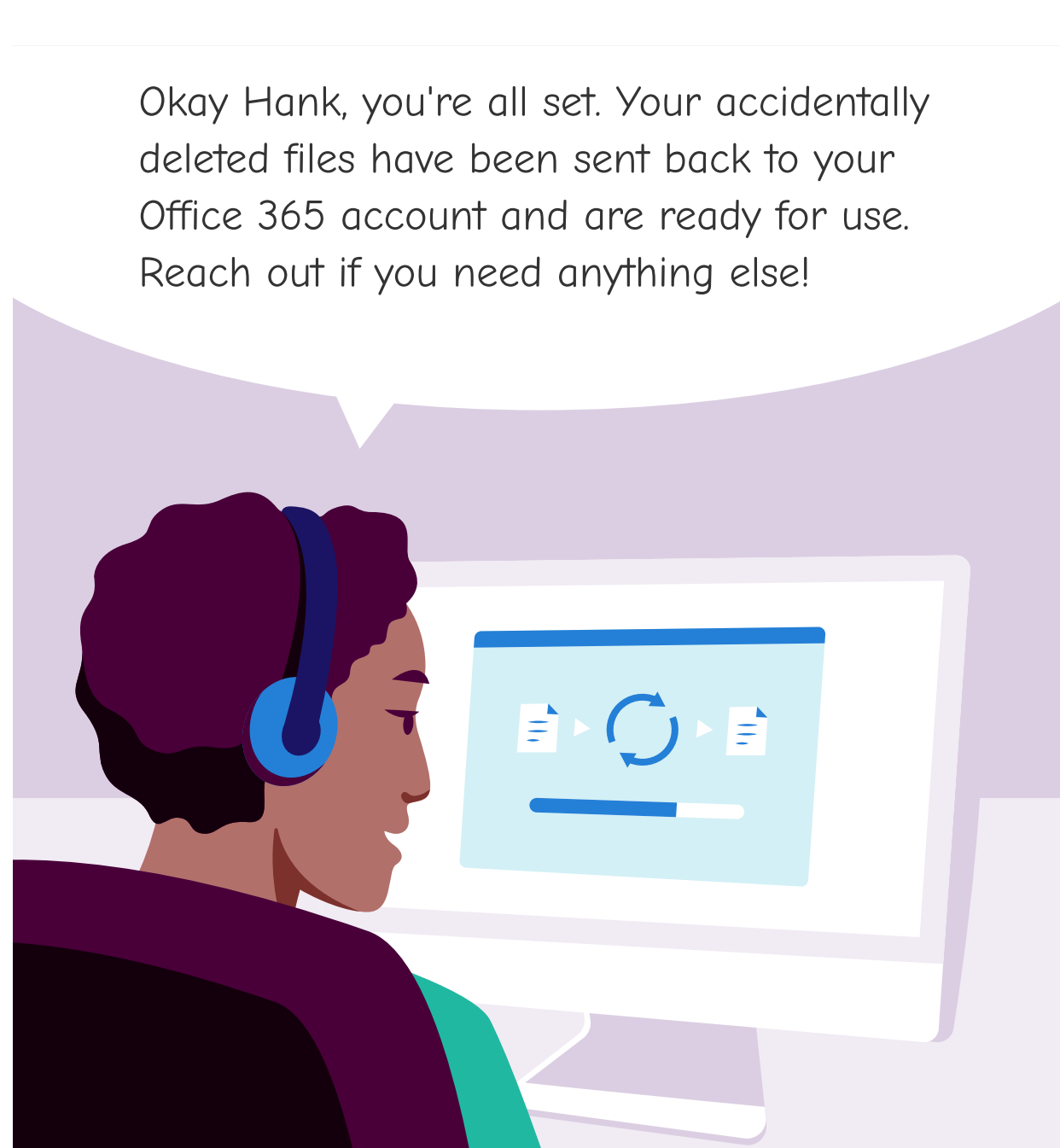
The Shared Responsibility Model was created by Microsoft to outline who is responsible for data in different scenarios of data loss. SaaS vendors are only responsible for data protection and data loss **some** of the time. That means end users are responsible for data security and data loss the **rest** of the time.

Responsibility	SaaS	PaaS	IaaS	On-prem	
Information and data	●	●	●	●	Responsibility always retained by customer
Devices (Mobile and PCs)	●	●	●	●	
Accounts and identities	●	●	●	●	
Identity and directory infrastructure	●	●	●	●	Responsibility varies by service type
Applications	●	●	●	●	
Network controls	●	●	●	●	
Operating system	●	●	●	●	
Physical hosts	●	●	●	●	Responsibility transfers to cloud provider
Physical network	●	●	●	●	
Physical datacenter	●	●	●	●	

● Microsoft    ● Customer    
 **SaaS** - Software as a Service    **PaaS** - Platform as a Service    
 **IaaS** - Infrastructure as a Service    **On-prem** - On premises

"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 or store using Third-Party Apps and Services."

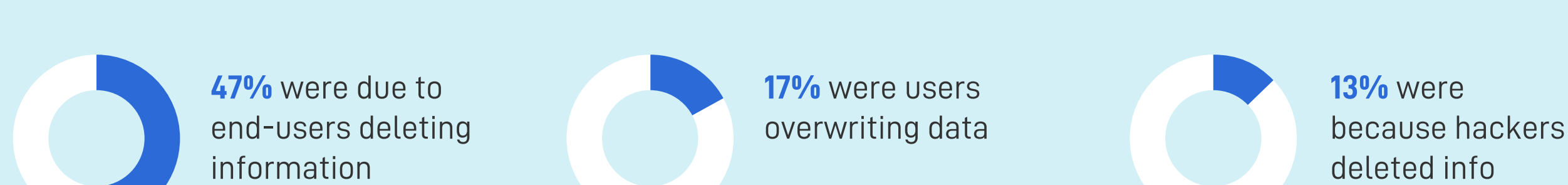
- Microsoft on data loss caused by imminent disruptions and outages



## Backup your backups

For MSPs, educating clients about the causes of data loss in cloud applications is the first step. As more businesses migrate to the cloud, providing them with a SaaS backup solution is essential to keep them connected and secure.

According to a study by The Aberdeen Group on data loss in the cloud:



Protect your client's data without ever having to leave your desk. To learn about simplified cloud-to-cloud backup, visit [datto.com/continuity/saas-protection](https://datto.com/continuity/saas-protection) for more information.

