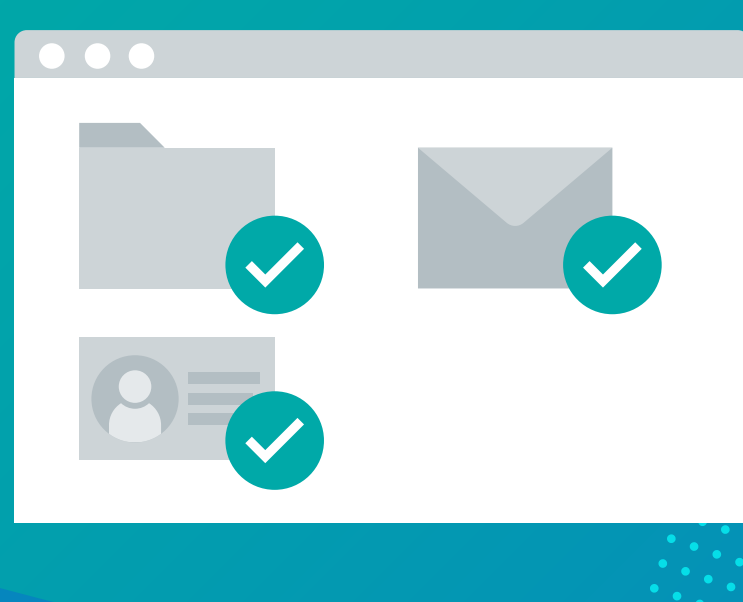


HUMAN ERROR HAPPENS:

# How SaaS Backup Can Help

By 2021, the market for software-as-a-service (SaaS) will reach \$113.1 billion — almost doubled from 2017.

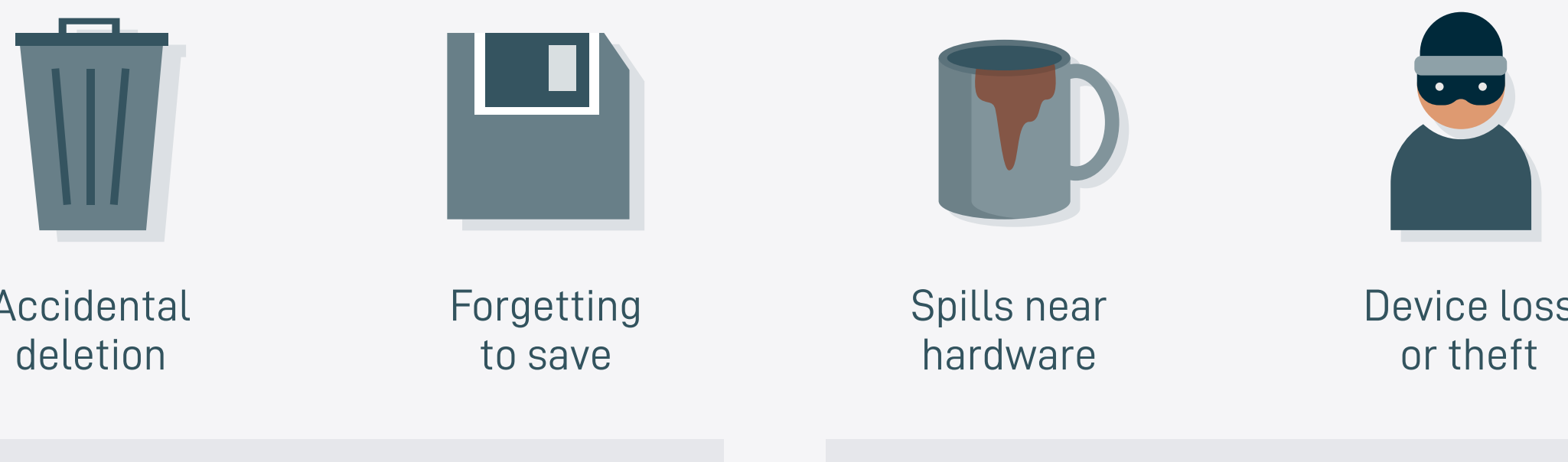


## THE PROBLEM OF Human Error

In 2018, up to **90% of data breaches** were due to **human error**



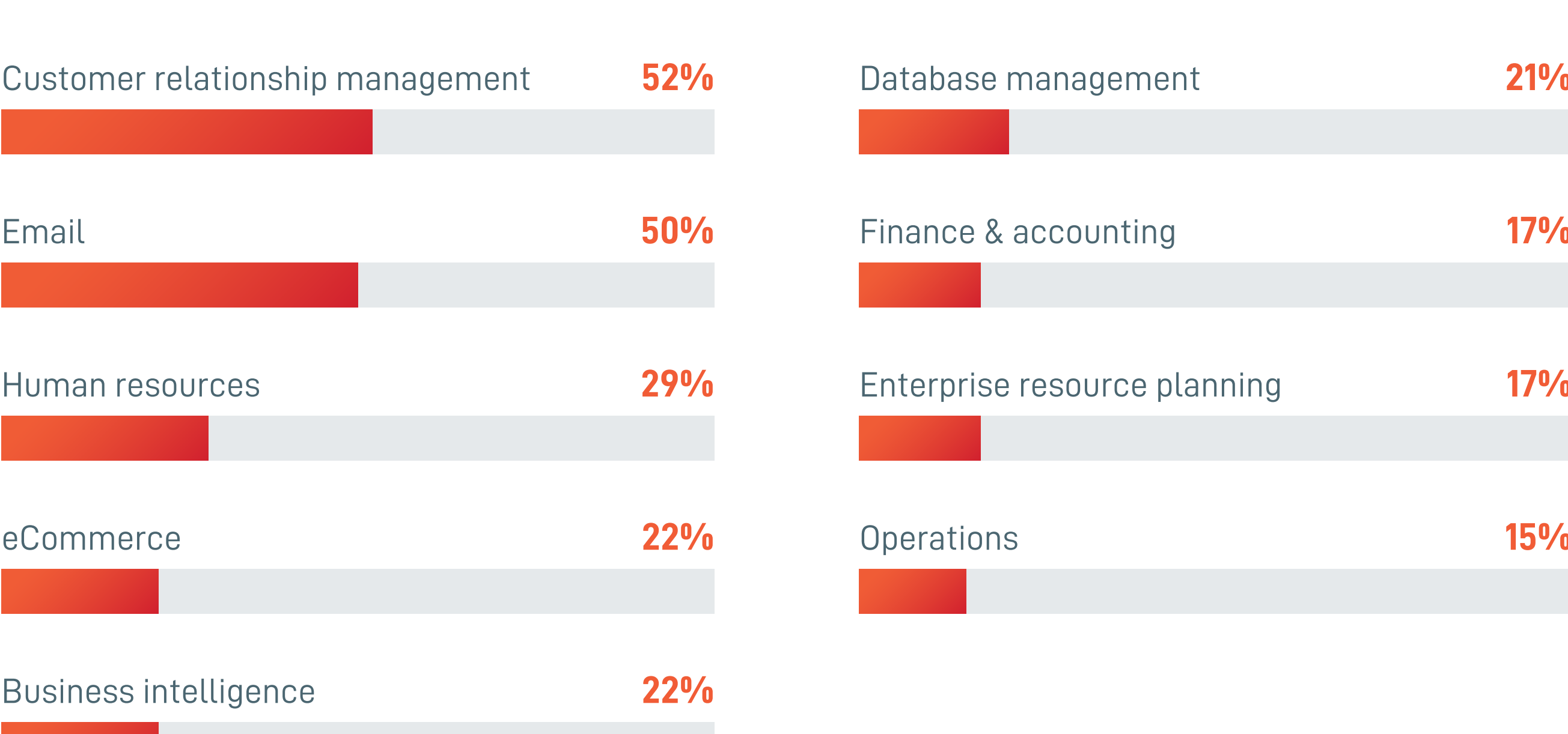
User error is a common cause of data loss



Cloud-based applications, like Microsoft 365 and G Suite, feature auto-save and reduce the impact of device loss, but user error is still a common problem

Users can easily delete data, conversations, and overwrite existing data in commonly used business apps

## Companies Use SaaS Apps For Varied Business Needs



By 2022, 78% of businesses will run almost entirely on SaaS



Entirely cloud-based organizations use **2X** the number of SaaS applications as a typical workplace — **34 apps on average**

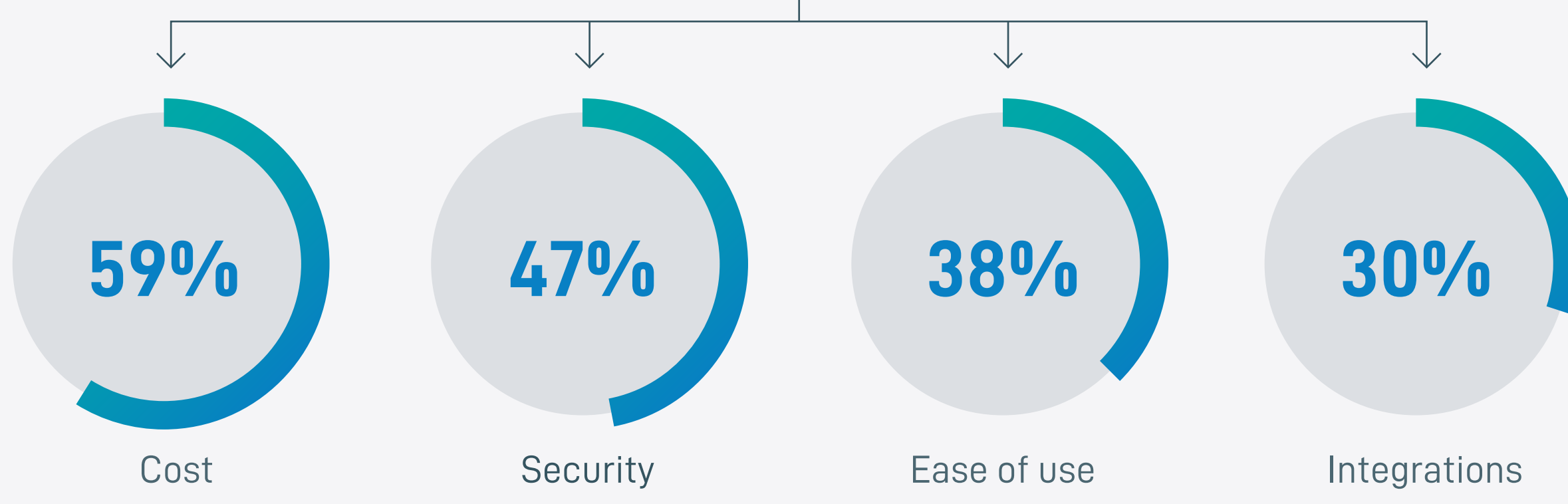


**80% of employees** admit to using **non-approved SaaS applications** to do their jobs — which could be putting company data at risk

## SaaS Means New IT Responsibilities

**81%** say SaaS app management is changing the role of IT

When **selecting SaaS apps**, IT professionals consider



Just **12%** consider **data center infrastructure and disaster recovery**

CLOUD SECURITY MEANS

## Shared Responsibility



*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

## Shared Responsibility For Data Security

While cloud service providers, like Microsoft, are responsible for the security of the cloud itself, businesses must maintain their own network and data security.

**BUSINESS RESPONSIBILITY:**  
SECURITY IN THE CLOUD

- Data backup
- Devices (mobile and PCs)
- Accounts and identifiers

**PROVIDER RESPONSIBILITY:**  
SECURITY OF THE CLOUD

- Physical infrastructure
- Apps and operating systems
- Network controls



SaaS providers must maintain backups at various geolocations to ensure global availability and protect against natural disasters.



**BUT**, businesses must act to protect data loss events - guarding against malware, hardware failures, and human error.

## Why Does Shared Responsibility Matter?

By 2022, **70% of businesses** will suffer an unrecoverable data loss in SaaS applications.

Data recovery can take



**18.5 HOURS**  
on average

1 hour of downtime can cost\*



**\$8,000**  
Small Business



**\$700,000**  
Enterprise

Even small incidents of data loss cost businesses **\$18,120 to \$35,730**

\*Including legal fees, loss of opportunities, productivity loss, cybersecurity problems, and reputation damage

**96%**

of organizations have experienced an outage in the **past 3 years**

**80%**

of business use at least one SaaS application

**JUST 26%**

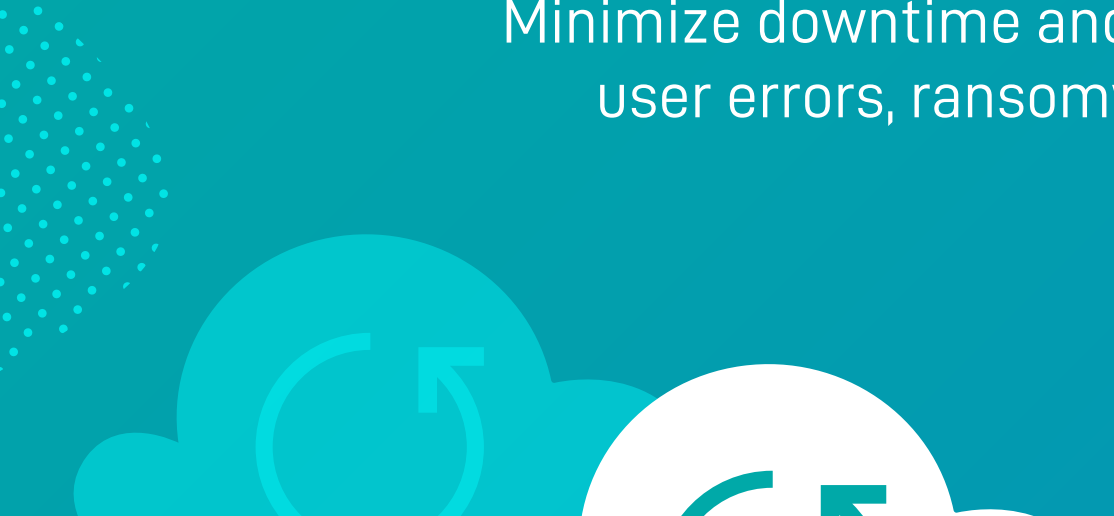
use a **third-party backup and recovery tool**

THE SOLUTION:

## Backupify

### Maximize protection against permanent data loss

Minimize downtime and quickly recover data after user errors, ransomware attacks, and more



Cloud-to-cloud backup makes data recovery **quick and easy**



Automated, continuous backup with **flexible restore options**



**Easy to implement** and integrate with Microsoft 365 and Google Workspace



**Streamlined client onboarding** and simple licensing for data protection in minutes

If you're backing up your servers, why not your SaaS apps?

To learn more, visit [www.backupify.com](http://www.backupify.com) today.

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