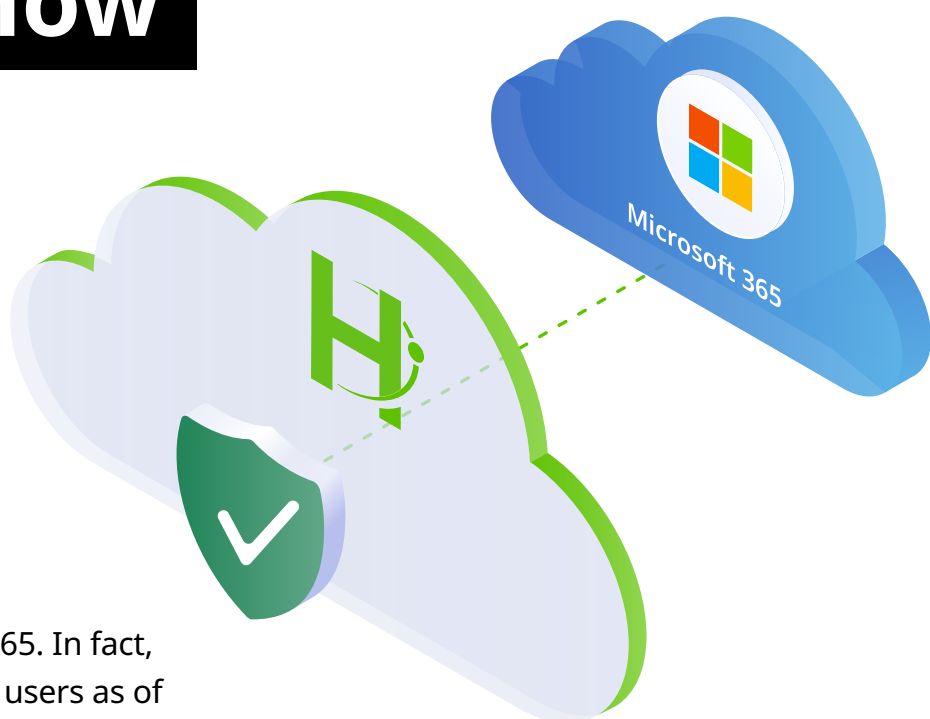


What You Need to Know

about Data Protection for Microsoft 365

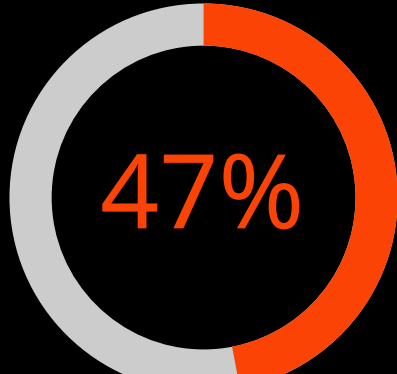
The broad adoption of public cloud services is placing pressure on organizations to re-examine current data management and data protection strategies to account for all workloads, no matter where they reside.

One of the most prevalent SaaS workloads worldwide is Microsoft 365. In fact, there are nearly 300 million Office 365 users and 145 million Teams users as of 2021*. Increasingly, backup and recovery of this data is a business critical priority. However, many enterprises are unsure about what type of data protection public cloud and SaaS solutions provide natively and what the risks may be in relying on these when it comes to potential data loss.



*Source: Redmond, Tony. "Teams Powers Office 365 Growth." Office 365 for IT Pros, 7 May 2020, office365itpros.com/2020/04/30/office365-teams-power-growth.

Why do you need to back up data that lives in the cloud?



SaaS data loss is due to malicious deletion and service outage/unavailability

According to a survey recently conducted by ESG, many organizations feel that once in the cloud, data is safe and secure. However, SaaS-based applications also experience data loss, from malicious deletion to service outages and unavailability.

Many believe that cloud providers are either fully or partially responsible for safeguarding data and workloads that are in the cloud.



You are on the hook to protect your data.

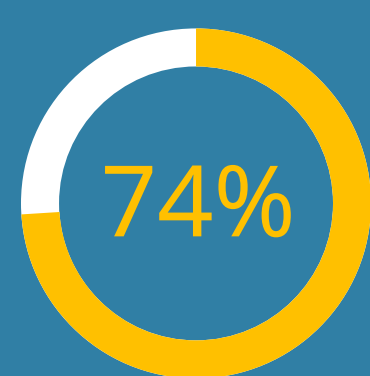
Cloud providers - including Microsoft - promote a "Shared Responsibility Model." The responsibility of the cloud provider is to safeguard the infrastructure and ensure availability. The customer must manage users and their access privileges, and provide protection of cloud-based data assets. In short: you are on the hook to protect your data.



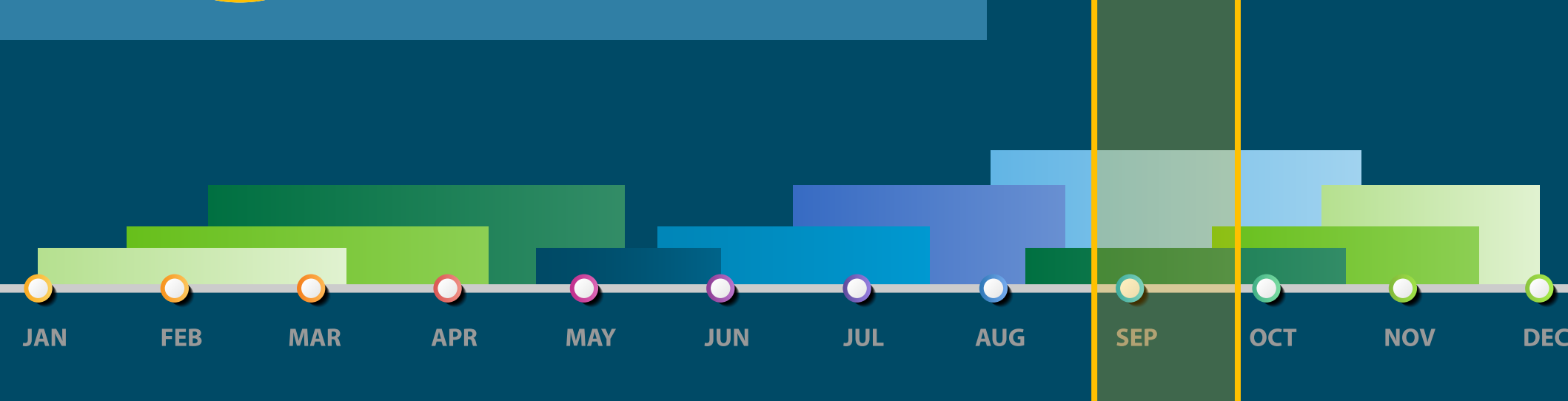
Basic tools are provided natively by M365 - and many people rely on them. But by default, they only provide 30 days worth of backup - which may not meet the needs of your organization



only 30 days worth of backup



of organizations only rely on 0365 for backup and recovery



As a result, when it comes to successfully recovering 100% of Microsoft 365 data, success rates are surprisingly low.

Only 43% of organizations were able to recover up to 76-99% of M365 data.

Cohesity DataProtect

Provides enterprise-grade backup of Microsoft 365 data and other cloud applications in a way that far exceeds the built-in protection provided by cloud providers.



To experience first-hand, visit cohesity.com to sign-up, connect and enjoy a worry-free way to protect your data.