# 5 Ways To Calculate The Value of Microsoft 365 Backup

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Gold Application Development
Gold Collaboration and Content
Gold Cloud Productivity
Gold Messaging
Gold Datacenter

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Accessible content is available upon request.

# Agenda

Why Backup Microsoft 365

The Value of Data

The Cost of Data Loss

The Cost of Backup

Quickly Restore Data

Managing Data Growth

# Why Backup Microsoft 365

# Why would you backup the cloud?

- Isn’t that why I went with a cloud service?
- Doesn’t my cloud provider have me covered?
- Do I really need it?
- How would I do that anyway?

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# Native tools and coverage

| | Out-of-the-box tools | Scenario |
|---|---|---|
| Low Impact | • Version Control (minimum 100)<br>• Recycle Bin (93 days total)<br>• Deleted E-mail (14 days default – 30 max) | • User Error, document corruption<br>• User Error, document deletion<br>• User Error, e-mail deletion |
| High Impact | • Soft-delete Sites / Groups / Teams (30 days)<br>• Retention settings (legal holds)<br>• “Files Restore” – OneDrive / Sites / Teams<br>• Restore from Microsoft Backup (14 days) | • Owner / Admin error, deletion<br>• Legal Retention Only<br>• Ransomware<br>• Corruption / Ransomware |

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# Who has you covered?

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Share

FOR INFRASTRUCTURE & OPERATIONS PROFESSIONALS

## Back Up Your SaaS Data — Because Most SaaS Providers Don't

*Cloud-To-Cloud Backup Is The Only Practical Option For SaaS Data Protection*

**December 29, 2017**

By **Naveen Chhabra** with Glenn O'Donnell, Will McKeon-White, Bill Nagel

### Why Read This Report

Software-as-a-service (SaaS) is a popular element of a sound technology strategy. While almost all SaaS vendors explicitly state that protecting data is the customer's responsibility, infrastructure and operations (I&O) leaders usually send critical data to those providers without any plan for ensuring data resiliency. Back up SaaS data or risk losing customers, partners, and employees. Stop leaving the door open to data loss, and start proactively protecting cloud data before it's too late. This report helps I&O leaders navigate the landscape of SaaS services and data recovery. This is an update of a previously published report; Forrester reviews and updates it periodically for continued relevance and accuracy.

### Table of Contents


Few Firms Protect Their Cloud Data From Obliteration

You Can — And Must — Mitigate The Risk Of Losing SaaS Data

Recommendations

Don't Make Assumptions: Grill Your SaaS Provider About Backup


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# Regulations Mandate Backups!

## Cybersecurity Maturity Model Certification (CMMC)

Cybersecurity Maturity Model Certification **Version 0.7**

**Recovery (RE) P1137: Regularly perform and test data back-ups.**

**REFERENCES**

- ISO/IEC 27001 A.12.3.1
- NIST CSF v1.1 PR.IP-4
- CIS Controls v7.1 10.1 and 10.3

**DISCUSSION**

Back-ups are used to recover data in the event of a hardware or software failure. Back-ups should be performed regularly based on an organizational defined frequency. They should be tested regularly to ensure they are performing as expected.

**CLARIFICATION**

Back up your organizational data so you can recover it if a hardware failure, software failure, or malware infection occurs. You can schedule backups to run automatically or manually. Many operating systems include a built-in feature to perform data backups.

After you create a backup, it is important to test it on a regular basis. When you test a backup, verify that the operating system, applications, and data are intact and functional. If you test data backups regularly, you will be in a better position to recover systems and files more efficiently if a failure or infection occurs.

**Example**

You are responsible for IT in your organization. One of your jobs is to make sure you can restore data if a serious event happens, such as a disaster, a hard drive failure, or a software problem. You have a back-up procedure in place where you back up all your data weekly on a back-up server. You set this up to occur automatically each weekend because it takes a lot of resources to perform a back-up. You verify your back-ups every month. This ensures that your data is correct. It also confirms that you can use the data if you need to recover your systems.

https://www.acq.osd.mil/cmmc/docs/CMMC_Version0.7_UpdatedCompiledDeliverable_20191209.pdf

# Your responsibility for backup

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## Microsoft Protection

- Loss of service due to hardware or infrastructure failure
- Loss of service due to natural disaster or data center outage
- Loss of service due to natural disaster or data center outage
- Short-term administrative error with soft-delete for Groups, Mailboxes or services-lead rollback

## Customer Responsibility

- Loss of data due to departing employees and deactivated accounts
- Loss of data due to malicious insiders / hacktivists deleting content
- Loss of data due to malware / ransomware
- Recovery from prolonged outages
- Long-term accidental deletion coverage with selective rollback

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AOS
CLOUD PLATFORM

# AvePoint Cloud Backup

## Unlimited, automated backup for your Microsoft Cloud assets

Automatic backups, up to 4X per day, for Dynamics 365, Office 365 - SharePoint Online, OneDrive for Business, Exchange Online, Project Online, and Groups. Unlimited options give you flexibility to protect content as your organizational needs dictate.

## Granular restore, in or out of place

Search for and filter content for restore based on properties—including content type, owner, date created, file size, parent list name, parent folder name, email subject, date sent, and more. Restore granular content in place or out of place – even to your file system or export as a PST!

## Visibility and control over protected content

Simple dashboard display gives immediate insight into what services are covered – and where you may be exposed. Whether you bring your own storage – or use AvePoint's Azure storage – you retain full control over your protected content!

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# Automated backup across Office 365 workloads

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# The Value of Data

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# What is Your Data Worth?

# Exploring Common Data Loss Events:

## User-Driven Errors

- I've misplaced a document... the URL I have doesn't work anymore!
- The document version I have is corrupted, all my changes are missing!
- I accidentally deleted a planner task, I can't find the history anymore!

## Admin-Driven Errors

- I've updated the apps on my site, but I need to roll back some changes.
- I've broken the inheritance on my site, people can't see my files anymore!
- A user left the company 6 months ago, but we forgot their retention policy!

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# Data Loss Events Caused By Users:

## User-Driven Errors

- I've misplaced a document... the URL I have doesn't work anymore!
- The document version I have is corrupted, all my changes are missing!
- I accidentally deleted a planner task, I can't find the history anymore!

## Office 365 Solutions:

- Native versioning control in-client
- Native recycle bin settings in-browser
- Native "Files Restore" in Teams / OneDrive

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Office 365 | SharePoint

Search this site

Home
Conversations
Documents
Notebook
Pages
Site contents
Recycle bin
Edit

M

# Marketing

Public group

Not following

10 members

New | Send by email | Promote

Published 7/13/2018 | Edit

Like | Comment

Feedback

# Example: Files Versioning / Recycle Bin

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Office 365 | OneDrive

John Hodges

# Restore your OneDrive

If something went wrong, you can restore your OneDrive to a previous time. Select a date preset or use the slider to find a date with unusual activity in the chart. Then select the changes that you want to undo.

Custom date and time

- Yesterday
- One week ago
- Three weeks ago
- Custom date and time

All changes after 3/20/2018 4:25:54 PM will be rolled back

13 12 11 10 9 8 7 6 5 4 3 2 1 0

Deleted by John Hodges 6:44:23 PM — Microsoft ADG Update March 2018.mp4

14 days ago - 3/6/2018 (3)

Added by John Hodges 3:48:17 AM — Value of Server Products.pptx

Added

Update

15 days

Update

Updated by

## Settings

Search all settings

Site settings
Go to site settings for this site.

Theme
Jelly Fish

Start page
People

Notifications
Off

Password
Change your password.

OneDrive
Restore your OneDrive

## Limitations and troubleshooting

- Files Restore uses version history and the recycle bin to restore OneDrive, so it's subject to the same restrictions as those features. When version history is turned off, Files Restore won't be able to restore files to a previous version. For information about versioning settings, see Enable and configure versioning for a list or library.

# Example: Project Cleanup Activities

Project

SHARE FOLLOW

Search this site

## Delete Enterprise Objects

Project Intake
- Ideas
- New Proposal

My Activities
- Calendar
- Tasks
- Manage Timesheets
- Issues & Risks
- Timesheet
- Approvals (Tasks)
- Approvals (Workflow)

Dashboards
- Project Center
- Resource Center
- Report Center
- Power BI

Strategy

Delete | Cancel

What do you want to delete from Project Web App?
- (•) Projects
- ( ) Resources and Users
- ( ) Status Report Responses
- ( ) Timesheets

Delete the selected projects
- (•) Delete draft and published projects
- ( ) Delete only published projects
- ( ) Delete archived projects
- [x] Delete the connected SharePoint sites

You can't delete Projects that are currently checked out to other users. To force check-in projects, go to Force Check-in Enterprise Objects

| | Project Name | Project Manager | Version | Type | Last Updated | Checked Out | Job State |
|---|---|---|---|---|---|---|---|
| [x] | AdventureWorks Cycles Building Maintenance | Lidia Holloway | Published | Project | 3/29/2019 5:12:47 PM | No | |
| [x] | Agile | MOD Administrator | Working | Template | 3/29/2019 5:18:11 PM | Yes | |
| [x] | APAC Network Expansion | Lidia Holloway | Published | Project | 3/29/2019 5:22:35 PM | No | |
| [ ] | Bay Plaza | Lidia Holloway | Published | Project | 3/29/2019 5:26:08 PM | No | |
| [ ] | Bell Linguistics Analysis Tool | Adele Vance | Published | Project | 3/29/2019 5:24:05 PM | No | |
| [ ] | Benjamin Map and GPS Software R100 | Lidia Holloway | Published | Project | 3/29/2019 5:07:58 PM | No | |

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# Example: I’ve deleted a planner task…

**No safety net for some user content:**

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# Data Loss Events Caused By Admins:

## Admin-Driven Errors

- “I’ve updated the apps on my site, but I need to roll back some changes.
- “I’ve broken the inheritance on my site, people can’t see my files anymore!
- “A user left the company 6 months ago, but we forgot their retention policy!

## Office 365 Solutions:

- ✓ Native second-level recycle bins
- ✓ Native restore requests
- ✓ Native soft-delete policies

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# Example: Native Recycle Bin Settings

## Change how long permanently deleted items are kept for an Exchange Online mailbox

03/04/2019 • 3 minutes to read • Contributors

If you've *permanently* deleted an item in Microsoft Outlook or Outlook on the web (formerly known as Outlook Web App), the item is moved to a folder ( **Recoverable Items** > **Deletions**) and kept there for 14 days, by default. You can change how long items are kept, up to a maximum of 30 days.

**Note**

You must use Exchange Online PowerShell to make the change. Unfortunately, you can't currently do this directly in the Outlook or Outlook on the web.

**Note:** Res ecific files, lists, or lib choose Restore.

https://support.office.com/en-ie/article/restore-deleted-items-from-the-site-collection-recycle-bin-5fa924ee-16d7-487b-9a0a-021b9062d14b#ID0EAAEAAA=Online

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# What about Sites, Groups and Teams?

OBJECT LEVEL RESTORE ONLY

LIMITED TIME (MAX 90 DAYS)

MAY REQUIRE SUPPORT TICKET FILED WITH MSFT

ADMIN RESTORE MAX 30 DAYS

ZERO GRANULARITY- ENTIRE OBJECT REVERTS

SharePoint

Restore X1050 Launch Team - Documents

X1050 Launch Team

Public group

Search

Home

Conversations

Documents

Shared with us

Notebook

Pages

Site contents

Recycle bin

Edit

New | Upload | Sync | Export to Excel | Flow | ...

Documents

| Name | Modified |
|---|---|
| Design | March 16 |
| Digital Assets Web | March 16 |
| General | March 16 |
| Go to Market Plan | March 16 |
| Launch Event | March 16 |
| Legal and Compliance | March 16 |
| Web and Social Trends | March 16 |
| Fabrikam3DPrinterBrochure.pptx | March 16 |
| Product Launch.pptx | March 16 |

Updated by Megan Bowen 1:01:40 AM

Usability Testing Priorities.docx

Microsoft Teams

Activity

Chat

Teams

Calendar

Files

...

Grady Archie

Your teams

X1050 Launch Team

General

Design

**Digital Assets Web**

**Go to Market Plan**

Launch Event

**Legal and Compliance**

Web and Social Trends

Contoso Sales

General

MB

# Example: Recovering from Soft-Delete

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# The Cost of Data Loss

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# Big picture: the cost of an outage

## Data loss can happen anytime — & it's usually when you least expect it

Think you've got your data covered? Think again. It's not just cybercriminals...there are other causes of loss too, including: hardware or system malfunctions, human error, software corruption, computer viruses, and natural disasters too! It all adds up...

**Average lost or stolen record per industry ($)**

**60%** of small businesses that lose data will shut down within six months**

Only **13%** of organizations are prepared to handle data loss and ransomware attacks**

**50,000** compromised records results in a data breach of **$6.3 million***

* Ponemon Institute's 2017 Cost of Data Breach Study
** Carbonite Research 2017

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# Securing Critical Data

## "Cybercrime is the greatest threat to every company in the world"*

- Cybercrime is rapidly expanding—securing data should be a top priority. Cybercrime's cost is projected to hit $6 trillion  2021, making it the most profitable type of crime.

**$445 Billion** Cybercrime's yearly cost to the global economy**

**$2,300** Average loss per individual burglary in the U.S.**

**$30,000,000** Largest bank robbery in U.S. history**

- Almost 40% of information lost in data breaches in 2016 was personal financial info***
- Average ransomware demand has increased by 266% year over year***
- 1.1 billion identities were exposed in 2016***

*Ginni Rometty, IBM CEO **IBM Devenexus 2017 ***Symantec 2017 Internet Security Threat Report

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# Case Study: Ransomware

Following their roll out of Office 365 and SharePoint Online, Walls experienced an incident with one of their members of staff being hit with a malicious ransomware attack. The staff member's OneDrive was replicated and then deleted, resulting in the complete loss of that user's data.

> *With the amount of control that Office 365 brings to end users, it is not realistic for a company to completely monitor every deletion. So we had to have a way to very quickly and easily recover from something like this, and began evaluating Office 365 backup products...*

Source: https://www.avepoint.com/case-studies/walls-construction

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# The Cost of Backup

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# Ways to Backup Cloud Data

## Self-hosted Virtual Machine vs. SaaS

### Self-hosted Virtual Machine

### SaaS

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# Hassle of Self Hosted

## Time spent maintaining application servers and storage…

- Installing and configuring the platform
- Deciding on the best backup scope and schedule between full vs. incremental backups
- Monitoring for Office 365 throttling errors due to service account activity
- Repeatedly scaling and deploying the necessary servers to support this software
- Support and troubleshooting

644 Hours

OVER 3 YEARS

*Calculation based on a combination of numerous market studies, our own market research, and compiled statistics from industries across nearly every vertical.

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# AvePoint Cloud's Return on Investment

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# Quickly Restore Data

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# What are your objectives?

## Recovery Point Objective

- Maximum acceptable timeframe from which data can be restored
- Think:
  - How recent should the backup be?
  - How many backups do you want per day?
  - How granular should the restore point be?

## Recovery Time Objective

- Acceptable amount of time for content to be restored
- Think:
  - How much content can I restore in a period of time?
  - How quickly will the business need this content

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# Your benefits

AvePoint Cloud Backup

## Comprehensive Protection

Backup your Office 365 & Dynamics 365 content from a single service. No need to rely on multiple backup vendors, or locate data across multiple cloud services for restore.

## Backup Data Ownership

Store backup data with the storage provider of your choice – including AvePoint!

Bring your own storage, or take advantage of AvePoint's unlimited offering to avoid storage limitations

## SLAs on Your Own Terms

Quick, on-demand recovery ensures you have access to data when you need it most. Backup up to 4X per day helps you meet aggressive RPOs. Restore offline even if the cloud service is down or corrupt!

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# Delegated controls to empower users

## Work with security teams

- One backup SLA, but many ways to restore
- Divide by country, department, title, division, etc.

## Identify service administrators

- Give Exchange teams access to e-mail
- Give SharePoint teams access to Groups / Teams

## Delegate help-desk calls

- OneDrive and Mailbox request can go to lower-level help-desk administrators

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# AVA: AvePoint's Virtual Assistant

- Give users a place to look for lost content:
  - Filenames that can't be found
  - Documents modified recently
  - Broken URLs to documents and files
  - Lost e-mails that can't be searched in Exchange / Outlook
- Highlight quick-wins to limit support calls:
  - Identify version history, first and second level recycle bins, soft-deleted content
  - Identify recent data in AvePoint's backup data sets
  - Fully security-trimmed to each user

# Managing Data Growth

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# Your Backup Needs = Your Business Needs

**Largest Usage Contributor**

By Object Type

400.32 GB

**OneDrive for Business**

**Average Growth Rate**

Last 12 Months

100.05%

**Largest Spike**

Last 12 Months

122.70%

**May 2021**

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# But what about retention policies?

Retention Labels and Policies are designed to retain or delete content for legal or industry compliance.

Data retention is not put in place to make sure the content can be restored if it's needed. That's the backup's job as the copy of last resort.

See Peter Marchetti's post on our blog:

# How and Why to Backup Your Office 365 Tenant

*A guide on how the surge in remote work has made backing up Office 365 more important than ever.*

Claim My Free eBook

How and Why to Backup Your Office 365 Tenant

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# Let's Connect

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# thank you

| | | | | |
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| Hvala | Obrigado | Kiitos | شكراً | Tak |
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