



Practical Guide: Office 365 Backup Strategies

Find the easiest, most cost-effective techniques to right-size your backup!

Microsoft
Partner



Gold Application Development
Gold Cloud Platform
Gold Cloud Productivity
Gold Collaboration and Content

Accessible content is available upon request.

Today's Speakers



John Hodges

VP of Product Strategy

John is focused on developing solutions that address modern data protection needs for organizations worldwide, working with many Fortune 500 companies to drive sustainable adoption of Microsoft technology.



Sam Valme

Partner Enablement Program Manager

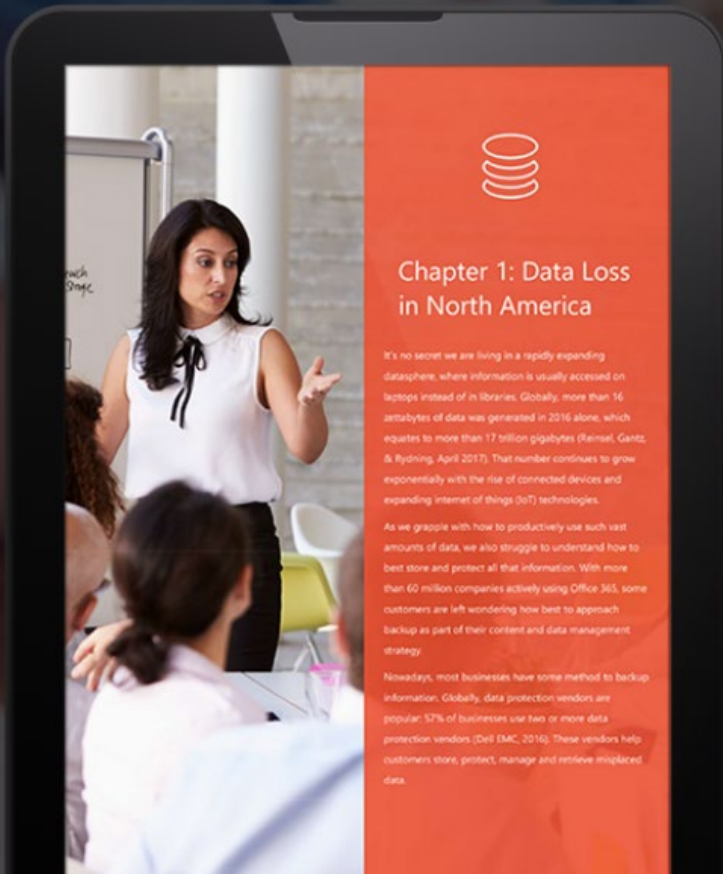
Sam has in-depth expertise working with federal clients such as the Department of State, NASA, and the Defense Health Agency among others to ensure their success in SharePoint and Office 365.



Goal: Developing Scalable Backups



1. How much protection do I need?
2. What do I need to worry about?
3. What *should* I be worried about?
4. What licenses will cover growth?
5. Are there hidden costs to backups?





Wait... doesn't Microsoft protect me?

(Quick recap!)

Native tools and coverage

Low Impact

Out-of-the-box tools

- Version Control (minimum 100)
- Recycle Bin (93 days total)
- Deleted E-mail (14 days default – 30 max)

High Impact

- Soft-delete Sites / Groups / Teams (30 days)
- Retention settings (legal holds)
- “Files Restore” – OneDrive / Sites / Teams
- Restore from Microsoft Backup (14 days)

Scenario

- ☐ User Error, document corruption
 - ☐ User Error, document deletion
 - ☐ User Error, e-mail deletion
-
- ☐ Owner / Admin error, deletion
 - ☐ Legal Retention Only
 - ☐ Ransomware
 - ☐ Corruption / Ransomware



Microsoft helps, but can't cover everything...



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 the retention policy!"~~



Your responsibility for backup



Microsoft Protection

- ✓ Loss of service due to hardware or infrastructure failure
- ✓ Loss of service due to natural disaster or data center outage
- ✓ Short-term user-error with recycle bin / version history (including new OneDrive "Files Restore")
- ✓ 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 / hackers deleting content
- ❑ Loss of data due to malware / ransomware
- ❑ Recovery from prolonged outages
- ❑ Long-term accidental deletion coverage with selective rollback





Debunking Myths: Native Office 365 Backup Coverage and Gaps

Set and execute a backup strategy that meets your organizational goals using a mixture of native controls and third party backups.



This webinar has already aired. You may watch an on-demand recording by registering below.

Duration: 1 Hour

[Watch on-demand →](#)

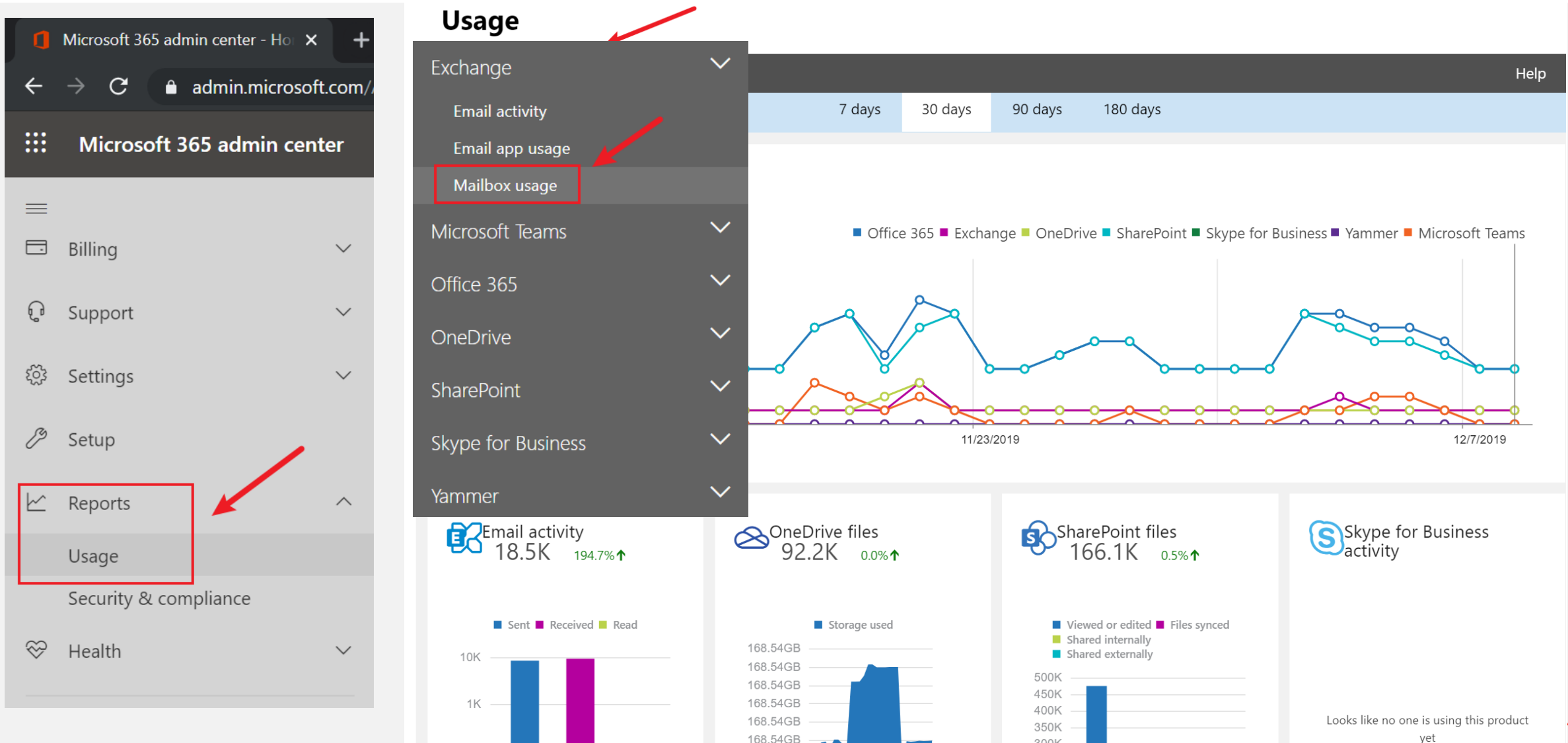




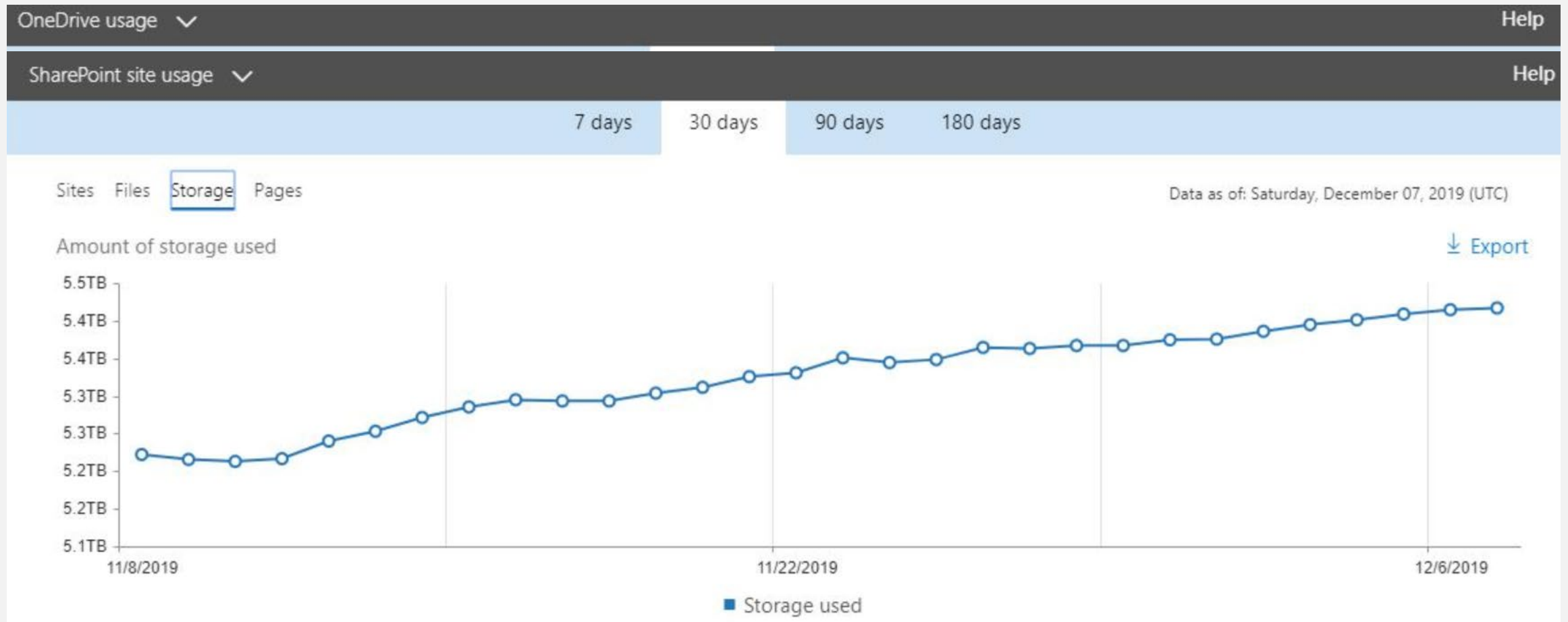
How much protection do you need?

Let's use Microsoft's tools to help find out!

Understanding Office 365 Capacity



Understanding Office 365 Capacity



Let's do math...

What I want to protect:

- ❑ OneDrive (all users?)
- ❑ Mailboxes (all users?)
- ❑ Archive Mailboxes
- ❑ Teams / Groups
- ❑ SharePoint Sites

= Total _____ TB (today)

Planned growth multipliers:

- ❑ x Versions support (SP / Teams Only)
- ❑ x Growth rates (%)
- ❑ + Headcount
- ❑ + Legacy mailboxes, SharePoint, File Shares, etc.

= (Total x Growth x Versions) + New Content

SLAs and retention requirements:

- ❑ x Retention (years)
- ❑ x Redundant copies (geo-location, off-site copies, etc.)

= Total x Retention x Copies



Let's do math... example

What I want to protect:

- ❑ 5 GB x 1,000 Users
- ❑ 20 GB x 1,000 Users
- ❑ No archives
- ❑ 3 TB Teams
- ❑ 2 TB SharePoint

= *Total 30 TB (today)*

Planned growth multipliers:

- ❑ x 5 Major Versions (SP / Teams only)
 - ❑ x 50% Growth
 - ❑ No new staff
 - ❑ 5 TB Legacy SharePoint
- = *(30 TB x 1.5 growth) x (5 TB x 5 versions) + 5 TB*
= *75 TB (end-of-year)*

SLAs and retention requirements:

- ❑ x Retention (years)
 - ❑ x Redundant copies (geo-location, off-site copies, etc.)
- = *3 Years (30 TB + 75 TB + 105 TB... etc.) x 2 Copies*
= *420 TB (3 years)*





What do I need to worry about?

Enterprise backups can be cumbersome... true story!

Enterprise Backup Lessons – Case Studies

← → ↻ veeam.com/blog/office-365-backup-customer-lessons.html



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8 lessons from an Office 365 backup customer

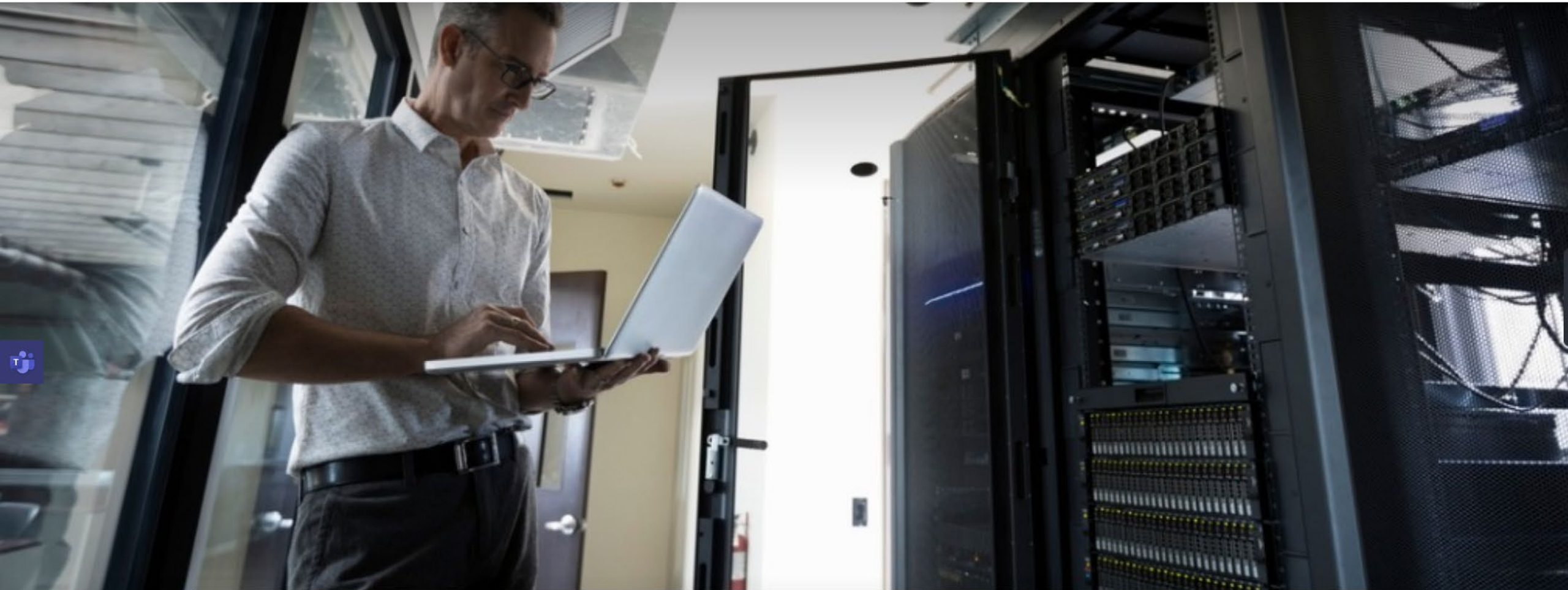
Veeam Blog > September 24, 2019

A few months ago, one of our customers presented at VeeamON and gave fellow IT Pros an unedited, unfiltered take on using Office 365 backup.

This customer migrated to Office 365 almost two years ago, added [Veeam Backup for Microsoft Office 365](#) to protect their data, went through a major company acquisition where they inherited heavy SharePoint Online and OneDrive for Business usage and had to manage through an exponential increase in Office 365 data. They had been through quite a bit and had a lot of lessons to



Russ Kerscher



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[Backup](#) [Office 365](#)

AvePoint vs Veeam: 8 Ways We Simplify Backup

By [John Hodges](#) - 12/03/2019

Quick highlights – what we worry about

Veeam's Backup Tips

1. "When your environment is changing, change with it."
2. "Watch proxy CPU / memory utilization. Don't skimp on resources."
3. "Proxy threads are important!"
4. "Protect the JET database used as a repository."

AvePoint's Stance

1. Set it and forget it!
2. You shouldn't have to choose between network and backup performance
3. If you are guessing proxy thread counts, you will get throttled
4. Why are you backing up your backup?

<https://www.avepoint.com/blog/backup/office-365-cloud-backup/>

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Quick highlights – what we worry about

Veeam's Backup Tips

- 5. We offer a 24/7 support option.
- 6. "Watch for bottlenecks in your infrastructure, Veeam will expose them!"
- 7. "Office 365 resources are not unlimited."
- 8. "Test your backups!"

AvePoint's Stance

- 5. Our 24/7 support is standard!
- 6. Scalability is the heart of everything we do.
- 7. We work with Microsoft best practices to avoid throttling.
- 8. Good idea. Why not benefit from all our customer's testing?

<https://www.avepoint.com/blog/backup/office-365-cloud-backup/>

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Example: Cost of Goods for Backup

Legacy Backup

- Cost of compute / VMs
- Cost of network traffic
- Cost of storage
- Cost of maintenance / up-time
- Customer-owned security
- Cost of software license

Let's do an example!

10,000 users

5GB / user in Office 365

Cost of Infrastructure

- Compute: 10 A₄ VMs = \$2,087.80/month
- Storage: 50 TB / backup = \$1,066.00/month
- License: \$1.50/user/month = \$15,000/month

Monthly cost of goods = \$18,153.80/month

+ redundant storage / full backup cycles

+ network costs for on-prem infrastructure

+ IT headcount for patch management

<https://www.avepoint.com/blog/backup/on-prem-vs-cloud-office-365-backup/>



AvePoint Cloud's Return on Investment

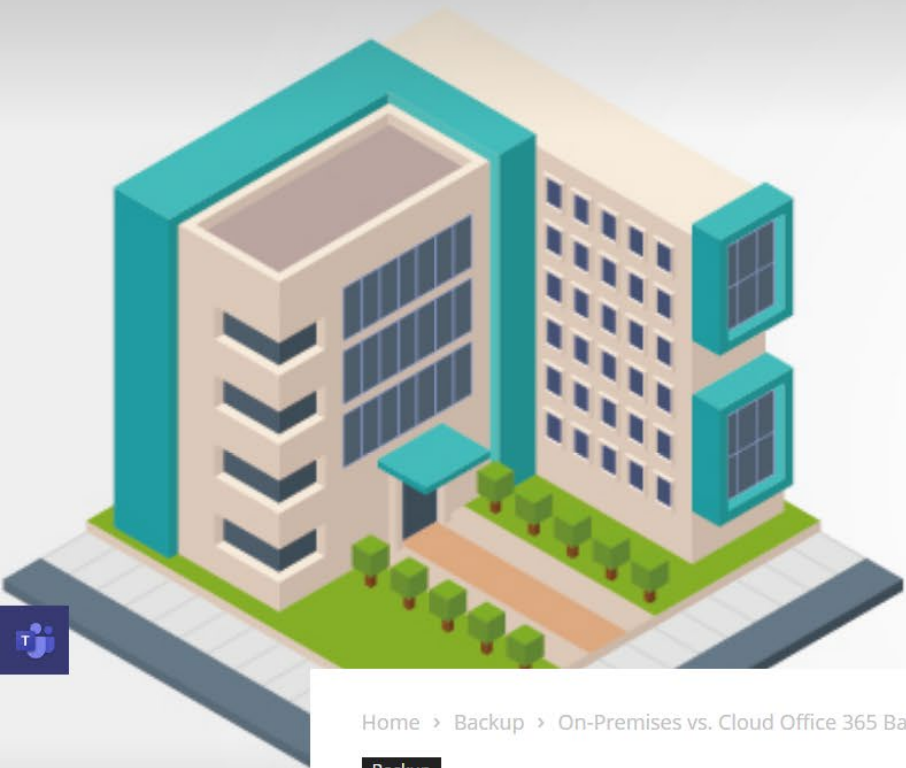
Legacy Backup

- Cost of compute / VMs
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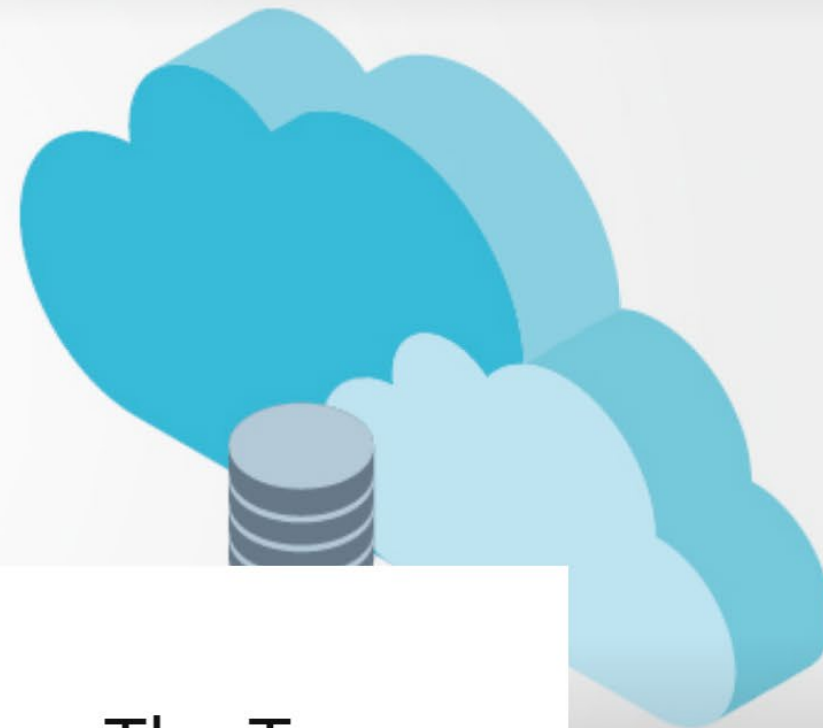
Cloud-to-Cloud Backup

- Dynamic resource availability
- Azure datacenter networks
- Unlimited Storage
- Automated patching and updates
- ISO 27001:2013 certified
- *Fixed subscription pricing*





VS



[Home](#) > [Backup](#) > On-Premises vs. Cloud Office 365 Backup: The True Cost of Ownership

Backup

On-Premises vs. Cloud Office 365 Backup: The True Cost of Ownership

By **John Hodges** - 10/17/2018



What *should* I be worried about?

Taking infrastructure out of the picture, what do I need to look at when managing vendors for backup?

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!



Global Cloud Footprint

12 Global Cloud Instances

Hyper Scale: Regional Redundancy; Cloud Service Resiliency; Data Residency Availability Geo Replication

99.5% Availability | 24/7 Support

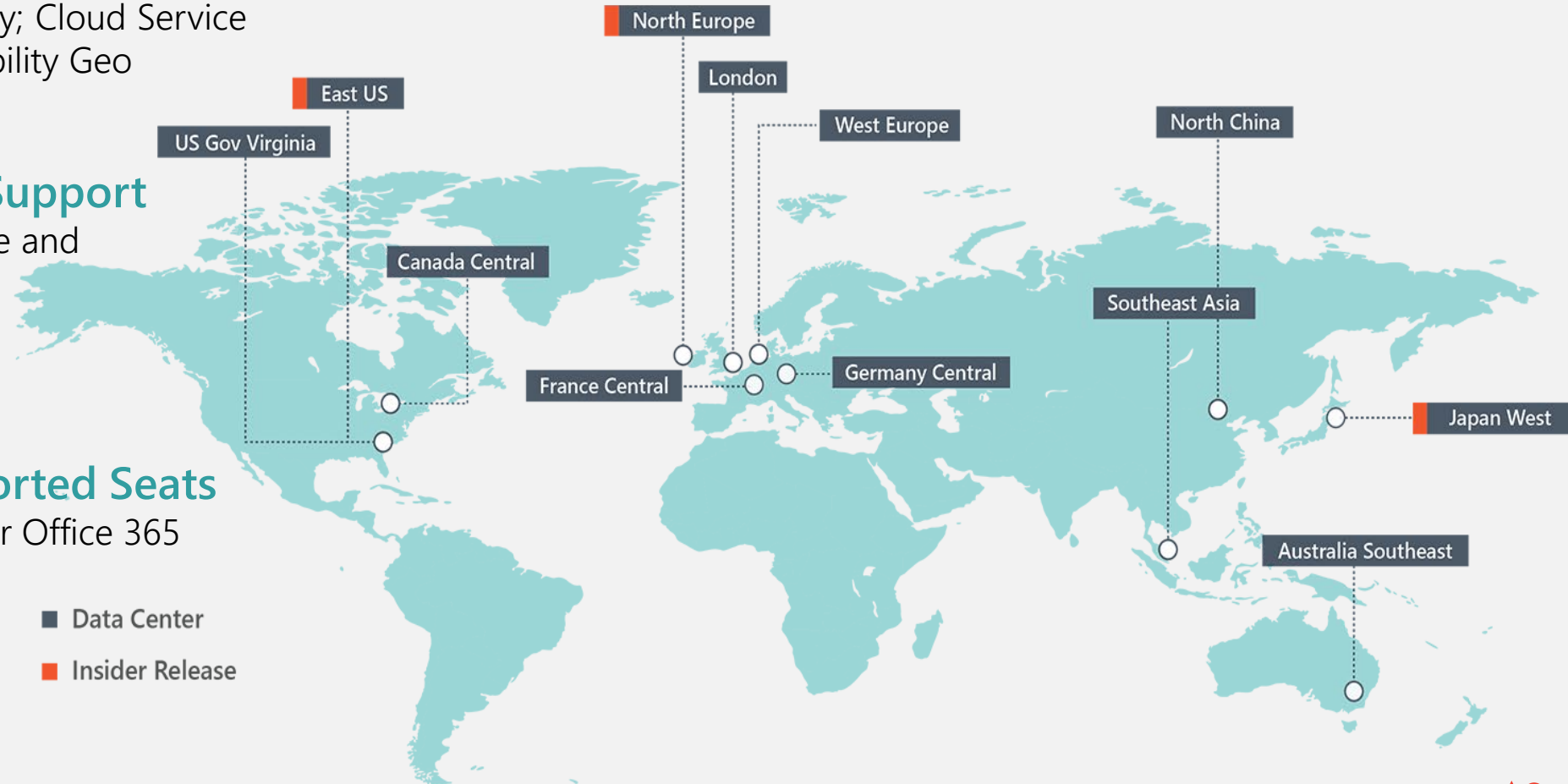
Uptime backed by Microsoft Azure and World-Class Support

6 Million Office 365 Supported Seats

Providing Operational Efficiency for Office 365

Managing 20PB+

Customer Data Worldwide





FAQ

Your data is your data...

If you use AvePoint Cloud Solutions to help manage your Office 365 environment-Who has access to your Office 365 data?

How do you ensure that there is no unauthorized access?



Customer's data is encrypted with their unique key. No one can access customer's data, nor can AvePoint employees.

Only our cloud operations team can access the system, but they cannot access unencrypted data. Operations are audited too. The only option is 'invite support', where customer can grant temporary access to our support personnel to help troubleshooting. In that case, support only has access to application GUI, not the backend data.





FAQ

INFOSEC

Is the security program based on any standard or best practice and how often are your information security policies reviewed and updated?



Yes. AvePoint is ISO 27001:2013 certified.

You can view the third-party certification on our website:
<https://www.avepoint.com/company/privacy-and-security/>

Our ISMS policies and procedures are reviewed least annually. Additionally, internal audits are conducted annually, and AvePoint is subject to annual third-party surveillance audits to prove ongoing compliance.



Key Features – Application Permissions

Challenge

Take a Risk

- Other solutions require global admin permissions to be able to manage Office 365
- This puts your passwords in the hand of another system!

AvePoint Solution

Maintain Control with Bring-Your-Own-App

- App-Registration stores only *consent* to an Office 365 tenant, not passwords or credentials!
- Customers can audit our activities and revoke our permissions directly from their Azure AD console.
- AvePoint supports least-permissive “Bring-Your-Own-App” models that lets customers grant access on their own terms



...and you'll be presented with a screen that explains what permissions we need and why we need them.

- These are essential to be able to read-and-write data in your environment.
- No AvePoint employee will ever have access to your data, credentials, or authorization
- Remember, we are not storing credentials, only *consent*. This means our application will be able to work in your environment, and you'll be able to see all the activities our app takes in your audit logs
- If you want to use lower-permissions, you can either register a service administrator (SharePoint Admin, Exchange Admin, etc.) or can create your own Azure AD App for authentication with our platform.



admin@m365b916186.onmicrosoft.com

Permissions requested Accept for your organization

AvePoint Online Services Administration for Office 365

This app would like to:

- ✓ Read directory data
- ✓ Sign in and read user profile
- ✓ Read all groups
- ✓ Read and write user profiles
- ✓ Read and write managed metadata
- ✓ Have full control of all site collections
- ✓ Use Exchange Web Services with full access to all mailboxes
- ✓ Read activity data for your organization

This app will be granted the specified application permission(s) to resources belonging to all users in your organization.

Accepting these permissions means that you allow this app to use your data as specified in their terms of service and privacy statement. **The publisher has not provided links to their terms for you to review.** You can change these permissions at <https://myapps.microsoft.com>. [Show details](#)

Cancel

Accept





FAQ

CLIENT DATA

Is the data encrypted at rest and in motion in AvePoint's Back up solutions?

Can we hold the encryption keys?



Yes, the customer's backup data is always encrypted at rest and in motion.

Yes, the customer's backup data is always encrypted at rest and in motion. The customer can also own the encryption key by using their own Azure Key Vault (BYOK).



Key Features – Data Protection

Challenge

Take a Risk

- Other solutions store encryption keys and content through the same application
- Your security depends on the security of the ISV

AvePoint Solution

Bring-your-own-Key (BYOK)

- AvePoint automatically generates unique encryption keys for each tenant, but recommends customers hold their own encryption keys through our BYOK initiative with Azure Key Vault

Bring-your-own-Storage (BYOS)

- Beyond the AvePoint provided data centers, Customers can choose select their data residency by providing their own storage (either on-premises or cloud-hosted)





FAQ

INFOSEC

How often do you perform an application penetration test on your application(s)?

Are all employees regularly trained on current security awareness and best practices?



Application penetration test is performed in each product release.

AvePoint ensures its employees and contractors are aware of and fulfill their InfoSec responsibilities in accordance with A7.2.2 of the ISO 27001:2013 standard. Our Training and Awareness plan was most recently reviewed during an independent ISO 27001:2013 audit.

AvePoint conducts a variety of mandatory InfoSec training events, including annual Privacy, Security, and Risk training; ad hoc new hire training; both department and role-specific training to ensure colleagues can effectively execute their InfoSec tasks responsibly. We supplement this training throughout the year with a variety of newsletters and social broadcasts to raise awareness throughout the company.



Key Features – Enterprise Monitoring

Challenge

Trust your ISV

- May ISVs include monitoring within their platform for activity history
- Independent verification is essential, and many leave this up to trust

AvePoint Solution

Verify your ISV's Activities

- AvePoint integrates with Systems Center (SCOM) for logging as well as providing its own independent logs of all administrator activity
- All activities for our application are logged through the customer's Office 365 tenant to ensure all access can be independently verified
- All logs can be exported via API to SIEM systems via web services

<https://avepointcdn.azureedge.net/assets/webhelp/avepoint-online-services-api/index.htm>



AvePoint Online Services Web API Help Page

Contents

Search

Get Audit Records

Examples

```
var context = AosApi.GetContext(AOSPlatform.Global, "username", "password");
```

```
var records = context.AuditService.GetAuditRecords(DateTime.UtcNow.AddDays(-30).Ticks, DateTime.UtcNow.Ticks);
```

***Note:** For the start time and end time of the time range, use the **DateTime** struct to represent an instant in time.

Integration with SCOM

Trusted IP Address Settings

Session Timeout Setting

Reserved IP Addresses

Integration with SCOM

Trusted IP Address Settings

Session Timeout Setting

11	Log in	john.hodges@avepoint.com	2018-09-07T17:41:04Z
12	Log in	admin@M365B916186.onmicrosoft.com	2018-09-14T18:45:31Z
13	Log in	john.hodges@avepoint.com	2018-08-16T17:17:15Z
14	Log out	john.hodges@avepoint.com	2018-08-16T17:16:41Z

User_Activity_Report_08-01-2018





What licenses will cover my growth?

Taking infrastructure out of the picture, what do I need to look at when managing vendors for backup?

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Backup

AvePoint's Unlimited #Office365 Backup: Why It's The Right Choice for You

By **John Hodges** - 08/03/2018

Unlimited Backup Licensing Programs

All-You-Can-Eat Licenses

- Licensed “per-user” in Office 365
- Priced for unlimited growth in users (handling our “fears” from above!)
- Designed to be elastic – expands with your company without overhead!

Right-Sized Licenses

- Licensed “per GB” in Office 365
- Priced for an unlimited number of users (universities / contractors!)
- Designed to follow growth curves more closely, pay for what you need!



Make your license costs risk based!

1. Do you guarantee the same SLAs for all staff? Can you justify equal protection for an F1 license and an E3 license?
2. Can you articulate what corporate data means to your organization in Groups / Teams / SharePoint?
3. Do you know your SLAs for your storage? Can you justify the added costs of redundant copies? (Even 200% LRS – GRS jump?)

Scenario	LRS	ZRS	GRS/RA-GRS
Designed to provide __ durability of objects over a given year	at least 99.999999999% (11 9's)	at least 99.9999999999% (12 9's)	at least 99.9999999999999% (16 9's)

<https://docs.microsoft.com/en-us/azure/storage/common/storage-redundancy>
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Are there hidden costs to backup?

What does maintenance typically look like when managing restores?

AvePoint Cloud Backup



Unlimited, automated backup for your Microsoft Cloud assets

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Granular restore, in or out of place

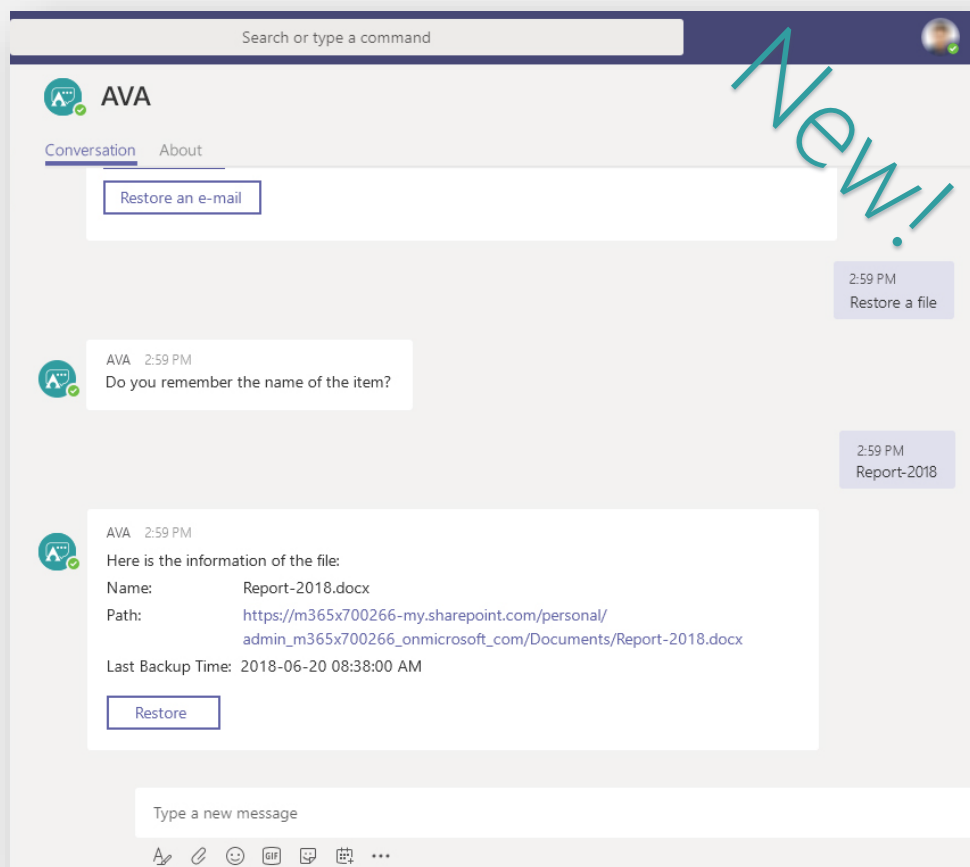
Search for and filter content for restore based on properties—including content type, owner, date created, file size, parent list name, parent folder name, email subject, date sent, and more. Restore granular content in place or out of place – even to your file system or export as a PST!



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!





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



Delegated controls to empower users

Work with security teams

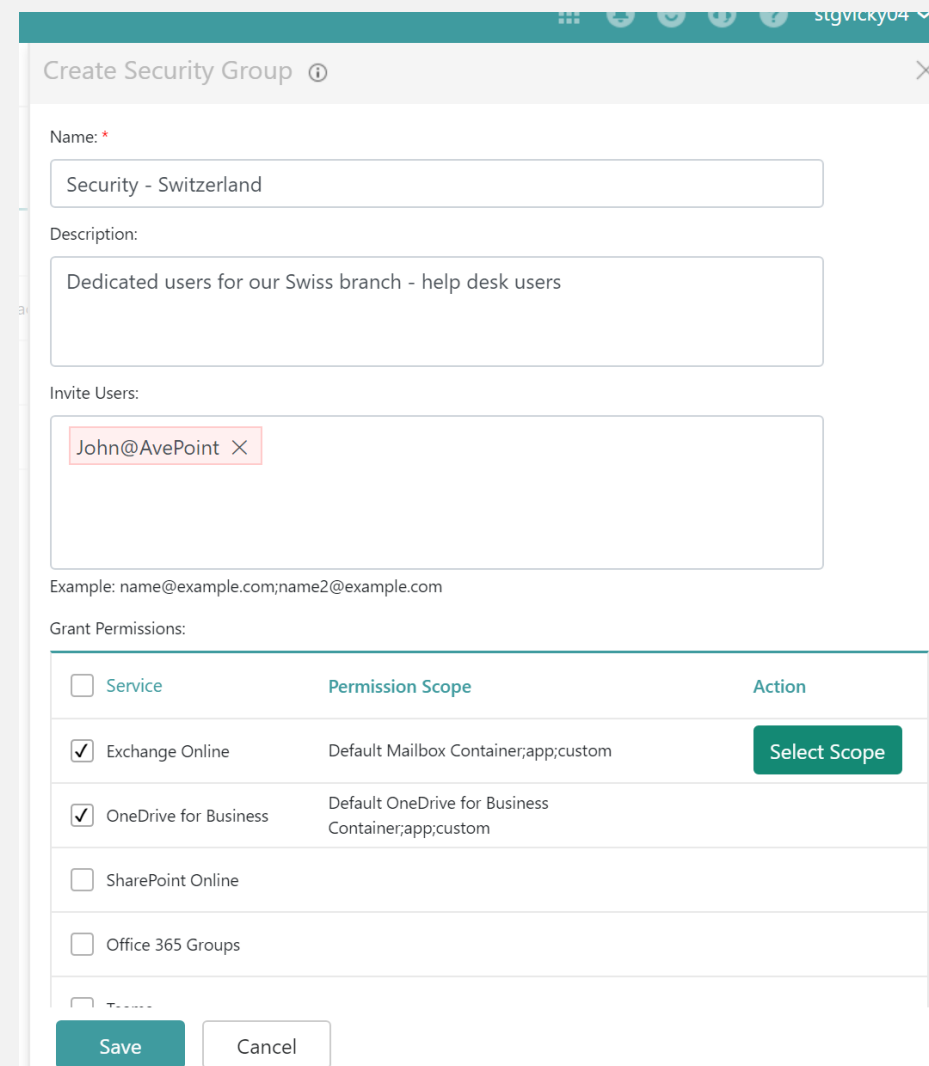
- One backup SLA, but many ways to restore
- Divide by country, department, title, division, etc.

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



Create Security Group ⓘ

Name: *

Security - Switzerland

Description:

Dedicated users for our Swiss branch - help desk users

Invite Users:

John@AvePoint ×

Example: name@example.com;name2@example.com

Grant Permissions:

<input type="checkbox"/> Service	Permission Scope	Action
<input checked="" type="checkbox"/> Exchange Online	Default Mailbox Container;app;custom	Select Scope
<input checked="" type="checkbox"/> OneDrive for Business	Default OneDrive for Business Container;app;custom	
<input type="checkbox"/> SharePoint Online		
<input type="checkbox"/> Office 365 Groups		
<input type="checkbox"/> Teams		

Save Cancel



Goal: Developing Scalable Backups



1. How much protection do I need?
Much more than you think!
2. What do I need to worry about?
Use cloud-to-cloud backups, less than you fear!
3. What *should* I be worried about?
Vendor quality, reputation, and core platform.
4. What licenses will cover growth?
Put your money where your risk is!
5. Are there hidden costs to backups?
Automation should be used, avoid overhead.



Resources Used on Today's Meeting



- <https://www.avepoint.com/blog/backup/office-365-cloud-backup/>
- <https://www.avepoint.com/blog/backup/on-prem-vs-cloud-office-365-backup/>
- <https://www.avepoint.com/blog/backup/avepoint-unlimited-backup-offering/>
- <https://www.avepoint.com/ebook/office-365-backup-handbook>





Chapter 1: Data Loss in North America

It's no secret we are living in a rapidly expanding datasphere, where information is usually accessed on laptops instead of in libraries. Globally, more than 16 zettabytes of data was generated in 2016 alone, which equates to more than 17 billion gigabytes (Reinsel, Gantz, & Rydning, April 2017). That number continues to grow exponentially with the rise of connected devices and expanding Internet of things (IoT) technologies.

As we grapple with how to productively use such vast amounts of data, we also struggle to understand how to best store and protect all that information. With more than 60 million companies actively using Office 365, some customers are left wondering how best to approach backup as part of their content and data management strategy.

Nowadays, most businesses have some method to backup information. Globally, data protection vendors are popular: 57% of businesses use two or more data protection vendors (Dell EMC, 2016). These vendors help customers store, protect, manage and retrieve misplaced data.

Free eBook

Office 365 Backup Handbook

- Common ways companies lose data, and how to protect against them
- Secure data management and backup techniques
- Office 365 native backup and restore capabilities and how to extend them

Free Download >

<https://www.avepoint.com/unlimited-cloud-backup-ebook/>



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