

What You Need to Know about Data Protection for Microsoft 365

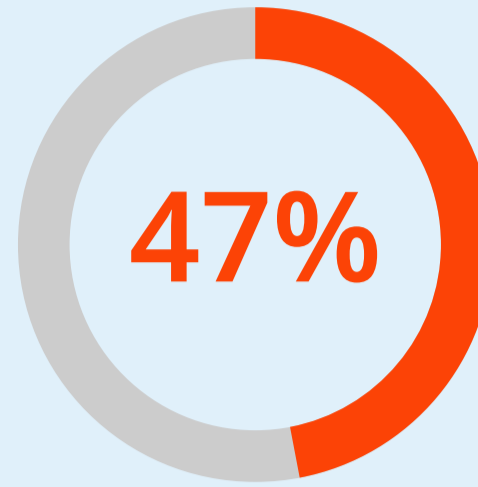
Are you re-examining your data protection strategies because more of your workloads are in the cloud? With nearly 300 million Office 365 users, backup and recovery of this critical business data is an increasing priority.¹

Still, many are unsure about the limitations and risks of native retention tools vs. modern data protection.



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

According to a recent survey by ESG, many organizations feel that data is safe and secure once in the cloud.



SaaS data loss is due to malicious deletion and service outage/unavailability and ransomware attacks are increasing.²

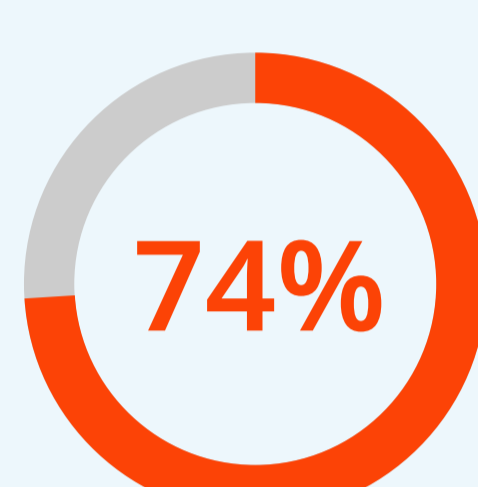
Common misperception: Cloud providers are responsible for safeguarding enterprise data in the cloud.



Fact:

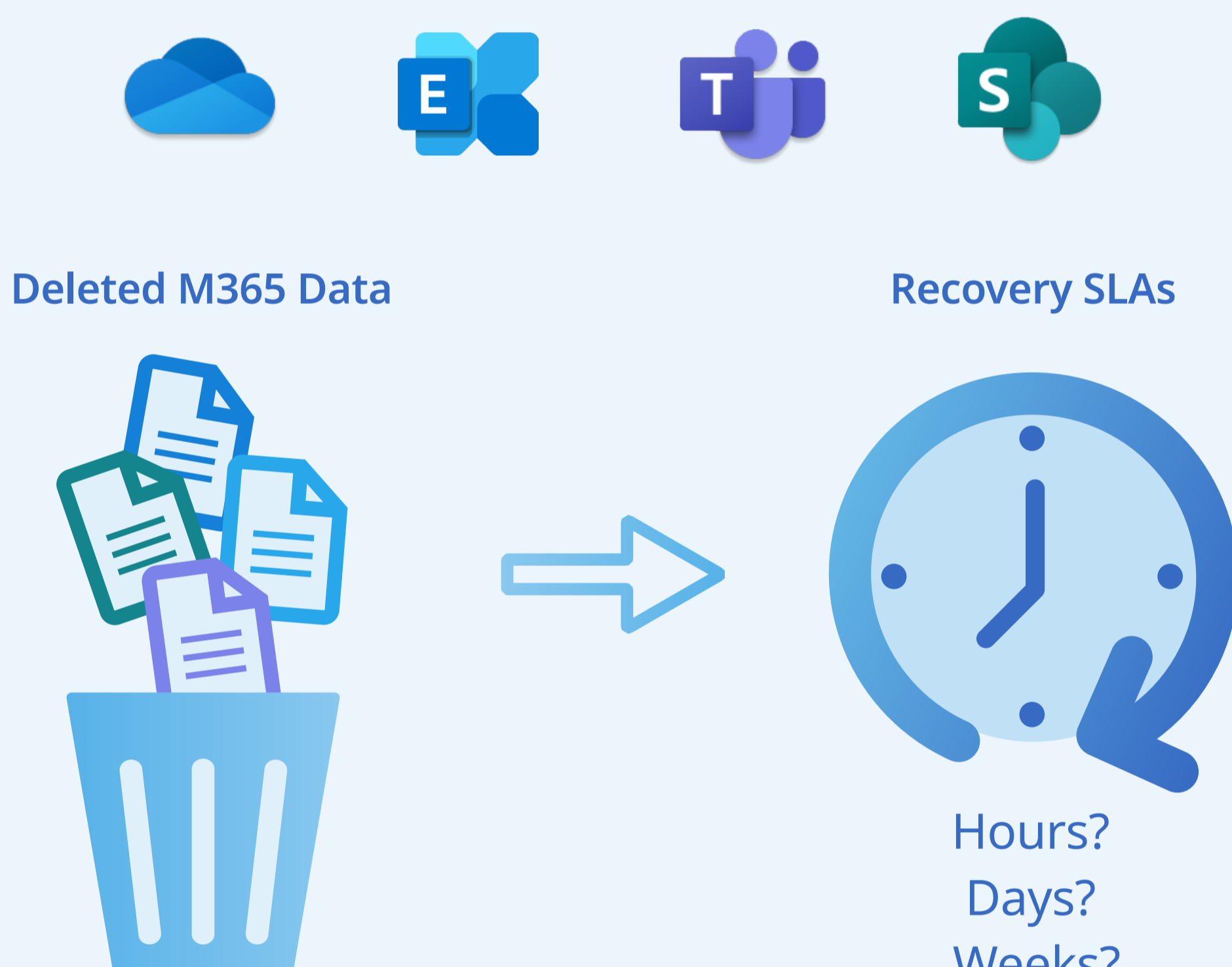
You are on the hook to protect your data in the cloud.

Cloud providers – including Microsoft – promote a “Shared Responsibility Model.” You must manage users and their access privileges, and protect cloud-based data assets.



74% of organizations rely solely on M365 for backup and recovery putting their data at risk.³

M365 includes basic native tools – and many people rely on them. But Microsoft doesn't provide any recovery service-level agreements (SLAs), making it difficult to hit recovery time objectives (RTOs).



You really won't know **if** or **when** you will recover.

Only **43%** of organizations were able to recover up to 76-99% of Office 365 data.

Success rates are even lower in recovering 100% of Office 365 data at 15% – an unacceptable rate for digital business.⁴

Cohesity DataProtect delivered as a Service

Enterprise-grade backup of Microsoft 365 data and other cloud applications that far exceeds the built-in protection offered by cloud providers.



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

Get the latest in market trends for data protection in the cloud here.

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1. Redmond, Tony. "Teams Powers Office 365 Growth." Office 365 for IT Pros, 7 May 2020.
2. - 4. Enterprise Strategy Group (ESG). "The Evolution of Data Protection Cloud Strategies." April 2021

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