

SOLUTIONS BRIEF

The Importance of Cloud-to-Cloud Backup

Why Microsoft recommends using third-party apps or services

Overview

All too often, businesses who are using SaaS applications believe that their data is safe because it is in the cloud. However, the Shared Responsibility Model doesn't protect your data. Similar to when data was stored on-premises, your data is your responsibility. In the cloud, you are still susceptible to human error, outages and cyber threats. Moreover, even though Microsoft has a high availability rate for their services, they are not liable for any disruption or data loss you may suffer as a result. That's one of the many reasons why Microsoft and other SaaS vendors recommend using a third-party service to back up your business critical data.

Who is responsible for securing your data under the Share Responsibility Model?

Simply put, Microsoft is responsible for securing the infrastructure and the applications that the data resides in and the customer is responsible for the data itself. The chart gives a more in-depth look at where Microsoft's responsibility stops and where yours begins.

Shared Responsibility Model



Who is responsible for the data?

- Only 13% of IT professionals understood that they are solely responsible for backing up the data for SaaS applications. (ESG, 2021)
- 35% wrongly assume that their SaaS vendor is responsible for data protection, when it is solely their responsibility. Microsoft is only responsible for the availability of the service itself and not the recoverability of the data within the platform. (ESG, 2021)

Microsoft and Carbonite: Better together

Unfortunately, Microsoft 365 cannot protect you from data loss due to malicious intent, outages, sync errors, hackers or malware. When you add human error and more security incidents in the mix, you have a significant cybersecurity gap that can cause business-critical data loss.

Microsoft 365 is a powerful platform; however, it lacks daily backup and archiving processes. Native options to restore deleted items are cumbersome, time-bound and destructive because they overwrite existing data. Furthermore, once your data has been deleted from the recycle bin, manually or automatically, it's permanently gone – which is painful from both a data loss and compliance perspective.

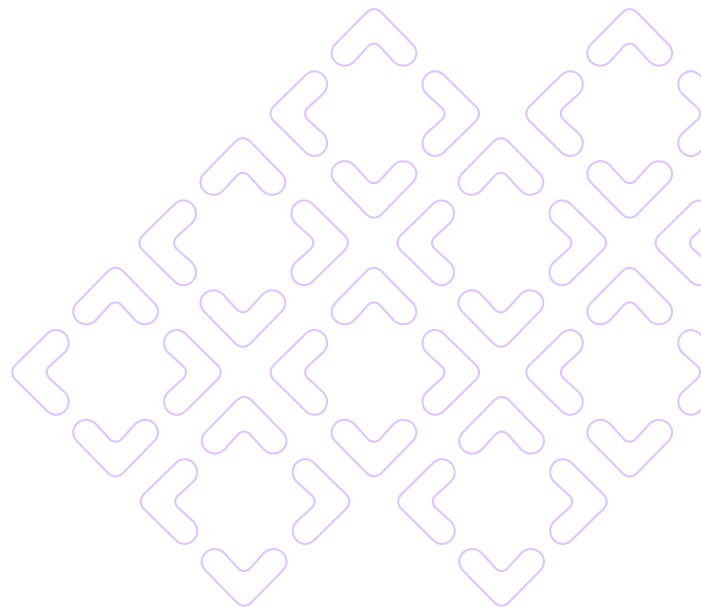
Carbonite eliminates this by removing both technical and time constraints. Whether you need to restore an item granularly or an entire site restore, Carbonite Cloud-to-Cloud Backup is faster, easier and more reliable than relying on Microsoft's native capabilities.

Limitations of Microsoft's native capabilities

- If retention policies are not set, you can only recover deleted items from the past 30 days.
- If an active file is deleted, all versions are deleted as well. File versions are not isolated recovery points.
- Recovering from a litigation hold is possible, but there isn't a way to run a granular search.

With Cloud-to-Cloud Backup, you can:

- Automate backups of M365, Google, Salesforce, Box and Dropbox.
- Get fast, flexible and granular restoration of items, mailboxes or sites.
- Easily recover data with point-in-time recovery.
- Browse daily snapshots and run searches.
- Feel more secure with full redundancy.
- Store more with unlimited storage and retention.
- Reduce headaches with our Phenomenal Support®.



About Carbonite and Webroot

Carbonite and Webroot, OpenText companies, harness the cloud and artificial intelligence to provide comprehensive cyber resilience solutions for businesses, individuals, and managed service providers. Cyber resilience means being able to stay up and running, even in the face of cyberattacks and data loss. That's why we've combined forces to provide endpoint protection, network protection, security awareness training, and data backup and disaster recovery solutions, as well as threat intelligence services used by market leading technology providers worldwide. Leveraging the power of machine learning to protect millions of businesses and individuals, we secure the connected world. Carbonite and Webroot operate globally across North America, Europe, Australia, and Asia. Discover cyber resilience at carbonite.com and webroot.com.

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