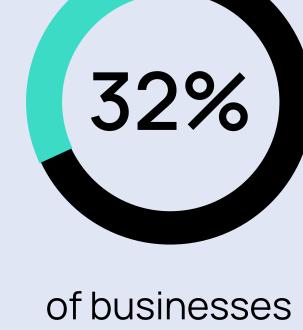


reasons to back up Microsoft 365 data

adopt Microsoft 365™ for email, data storage, and productivity tools, users may get a false sense of security when it comes to data retention. To keep your customers happy and their data secure, it helps to have a backup.

As businesses increasingly

by the numbers



Data loss

lost data stored in SaaS applications¹



remote and hybrid working will make Microsoft 365 data loss more likely²

\$4.24M \$4.24 million USD

is the average cost of a data breach³

We recommend that you regularly backup Your

Even Microsoft recommends a backup:

Content and Data that you store on the Services or store using Third-Party Apps and Services." -Microsoft Services Agreement⁴

that might be why:

Here are just 7 reasons



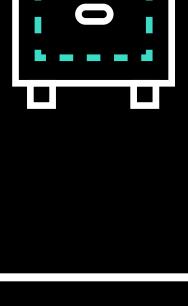
entire inbox, or even a

Accidental deletion:

SharePoint® site. Microsoft 365 Business Standard only retains data for 14 days by default (can be set to 30 days by admin). **Retention Gaps:**

A user may accidentally delete

a shared OneDrive® folder, their



you continue paying for the user account or remember to convert it to

a shared mailbox before deletion. **Insider threats:** Whether accidental, like a user clicking a phishing link, or malicious, like an angry employee deleting data, some employees

may mass remove data. If they wait out

the retention period, the data's toast.

Once a user becomes inactive—say, if

they leave the organization or are let

go—their data may be deleted unless



External threats: Cybercriminals can also hack into Microsoft 365 accounts—either on their own or as part of a larger attack—and either encrypt or delete data.



Some compliance regulations stipulate a length of time that data must be retained. For example, HIPAA laws in the US require data be stored for up to six

Legal and compliance:

Less control: If you face a data loss event—you'll have to wait on Microsoft, and depending on the timeline, they may not have the data. Having your own instance of the data through a third-party backup solution gives you more control and happier customers.

years. If you don't have the right Microsoft 365 plan,

you may accidentally become non-compliant.



all of them include cloud backup storage in the price. Look for a solution with a predictable flat per-user price and included cloud storage.

Cost:

Cove can help solve these problems (and a lot more):

Store data for seven years to help with compliance,

data retention, accidental deletion, and both insider

Pricing for third-party backup products varies, and not

and external threats Maintain control of data retention and recoverability with your own backups



Deliver a cost-effective service with a lower cost per seat than competing solutions (and cloud storage included in the base price)*

Don't take a chance—get affordable backup for Microsoft 365 data

Try Cove Data Protection

* Fair use policy applies.

1. "The Hidden Dangers of Your Cloud Data," Jacksonville Business Journals. bizjournals.com/jacksonville/ news/2021/06/01/the-hidden-dangers-of-your-cloud-data.html (Accessed August 2021).

available any time

3. "2021 Cost of a Data Breach Report," IBM and Ponemon Institute. ibm.com/security/data-breach (Accessed 4. "Microsoft Services Agreement," Microsoft. microsoft.com/en-us/servicesagreement/ (Accessed August 2021).

About N-able

August 2021).

and remote monitoring and management services. N-able fuels IT services providers with powerful software solutions to monitor, manage, and secure their

customers' systems, data, and networks. Built on a scalable platform, we offer secure infrastructure and tools to simplify complex ecosystems, as well as resources to navigate evolving IT needs. We help partners excel at every stage of growth, protect their customers, and expand their offerings with an ever-increasing, flexible portfolio of integrations from leading technology providers. n-able.com

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^{2. &}quot;An Alarming 85% of Organizations Using Microsoft 365 Have Suffered Email Data Breaches Research by Egress Reveals," Business Wire. businesswire.com/news/home/20210511005132/en/An-Alarming-85-of-Organizations-Using-Microsoft-365-Have-Suffered-Email-Data-Breaches-Research-by-Egress-Reveals (Accessed August 2021).

N-able, Inc. (NYSE: NABL), the solutions partner helping IT services providers deliver security, data protection,