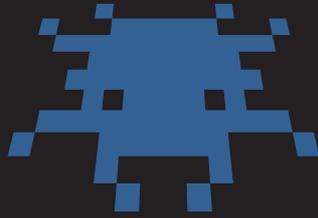
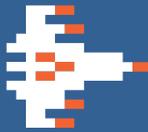


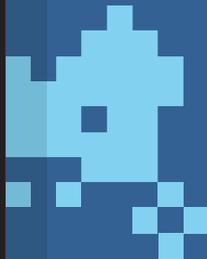
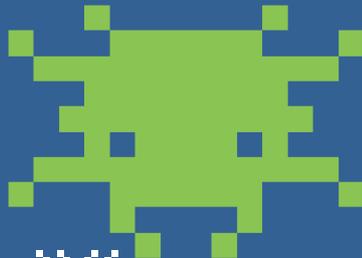
# BACKUP 365



DON'T PLAY GAMES  
WITH YOUR DATA:  
WHY YOU NEED TO BACK UP  
MICROSOFT OFFICE 365

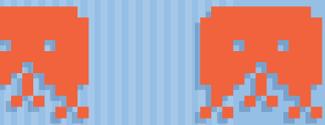


## Office 365



SPANNING  
by EMC

INSERT COINS



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**INSERT COINS**



To defend your data and the future of your business, press start.

**START**

## Introduction

Data loss. Two little words that can have catastrophic effects.

Your organization is no arcade game; and when disaster strikes, you can't just insert another token and press "start over." That is, unless you have a reliable backup and restore solution as your ultimate cheat code for SaaS data protection.

In this eBook, you'll complete one simple mission: discover why you need third-party backup for Office 365.

As you master each level, you'll learn:

- Key things to know about existing Office 365 backup policies
- What the main causes of SaaS data loss are and why Microsoft can't help you recover from them
- The costs and effects of data loss
- How you can prevent data loss with a third-party backup and restore solution
- What to look for in a SaaS application data protection provider

# Understanding The Rules Of The Game

## Working In The Cloud With Office 365

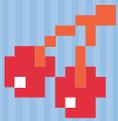
### Look Out For Cloud Invaders

Today, data is everywhere. It's on your laptop, your mobile devices, your desktop - and if you're reading this, you're either thinking about or have already entrusted your data to the cloud, too. It's passed from contractor to vendor, employee to client, and it is regularly accessed on personal devices and networks of varying security strength and reliability. This allows work to happen more efficiently and collaboratively than ever; but there's a price to pay.

With so much collaboration, accessibility, and factors beyond our control acting on data, information loss has become an [inevitable eventuality](#) for organizations, from small nonprofits to Fortune 100 enterprises. As data security experts widely agree that data loss is a "[not if, but when](#)" scenario, those using cloud applications like Office 365 must proactively protect their data so that cloud invaders don't wipe out critical SaaS data, putting your company's productivity, reputation, and bottom line at risk.

### Microsoft Office 365 Is Not Immune To Data Loss

Since its launch in 2011, Microsoft Office 365 has offered the perfect solution for organizations looking to streamline their workforce.



### GAME CHEAT!

The quick summary for this level is:

1. Data loss is inevitable, and companies of all sizes need to seek proactive protection.
2. Data loss can and does happen in cloud applications like Microsoft Office 365.
3. A third-party cloud-to-cloud backup vendor is needed to fully protect and restore SaaS data.

What are cloud invaders?

Learn about the causes of data loss in LEVEL 3.



As of January 2015, Office 365 has seen an impressive [128 percent increase](#) in users year over year, and it's not looking to slow down anytime soon.

The cloud-based productivity suite lets employees work anywhere, anytime - and on any device - affording unmatched collaborative capacity and agility across departments, even oceans. And, as you'd expect, it comes with Microsoft's trusted [security measures and data replication and recovery mechanisms](#) that ensure your data is as safe and available in the cloud as it was on the ground.

However, many Office 365 users may be surprised to learn that their data stored in the cloud is not impervious to data loss. There are several threats to your Office 365 data that Microsoft simply cannot prevent but that third-party backup and restore can protect against, so you never need to worry about data loss or non-compliance.

Where does Microsoft's responsibility with your data end? Launch into LEVEL 2 to find out.

# Office 365 Is A Two-Player Game Office Microsoft and your company

## Player 1: Microsoft

### The Many Advantages Of Office 365

When we consider how much our working lives have changed, it's not hard to see why cloud solutions such as Office 365 work so well for a growing workforce.

#### *It Keeps You Connected To Your Team*

As work patterns change and companies continue to grow, it's natural that businesses must adapt and evolve to accommodate the needs of employees. We're no longer working fixed hours, nor are we always in the office.

Office 365 provides the accessibility needed to continue with our work day, no matter where we might be. Regardless of employee location - in the office, the field, or at home - with the instant connection to work right from within the platform, Office 365 keeps the whole company connected, anywhere, anytime.

#### *It's Prepared For A Multi-Device World*

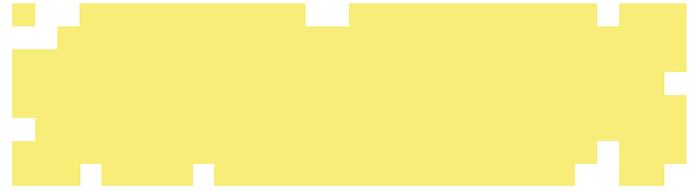
A multi-device world is already upon us, and [2014](#) was truly a cornerstone, with people accessing the internet via mobile ahead of desktop.

The great thing about Office 365 is that it lets employees work on projects from any device as if they were working on their desktop - no interruptions to workflow, allowing employees to access data at home, on the train, or in an off-site meeting.

## GAME CHEAT!

The quick summary for this level is:

1. Office 365 is widely used due to its distinct advantages, including:
  - a. collaboration
  - b. accessibility
  - c. reliability
  - d. security credentials
2. However, you are still responsible for your data, even as you are entrusting it to Microsoft's cloud structure.
3. Microsoft cannot protect you from data loss that happens on your side of things, so you need to understand the sources of data loss and what you can do about it.



### *It Lets You Collaborate*

With colleagues constantly on the move, it's vital that everyone is equipped with the tools needed to collaborate.

Office 365 resolves this problem easily, by allowing multi-device users access the same documents to make changes, collaborate in real time, and leave notes.

### *It's Reliable And Safe For Your Data*

The [Office 365 Trust Center](#) describes built-in security features: "Office 365 uses the defense-in-depth approach to provide physical, logical, and data layers of security features and operational best practices. In addition, Office 365 gives you enterprise-grade user and admin controls to further secure your environment."

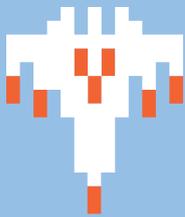
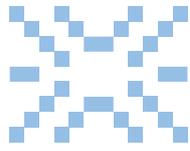
Beyond this, in their Service Level Agreement, they promise [99.9%](#) uptime and leverage data center redundancy across worldwide data centers to decrease any risk of data loss and downtime.

## **Player 2: Your Business**

### **You're Responsible For Protecting And Recovering Your Data**

Microsoft Office 365 is an effective collaboration tool that significantly increases efficiency, making it a smart move for any enterprise.

But far too many users misunderstand its lack of complete backup and recovery capabilities. It's important to understand that Microsoft



It's time to tackle LEVEL 3 to better understand the major sources of data loss and why you need backup for Office 365.

leverages platform-level redundancy and backup to ensure the consistency and availability of your data in their service. However, this system is designed to protect against data loss caused by software malfunctions, hardware failures, and emergencies. For example, if a server fails due to a natural disaster, you never need to worry that Microsoft has lost your data. Built-in redundancies ensure that your data is available in their service whenever you need it. In other words, if something happens on Microsoft's side of things, you're covered.

However, Microsoft cannot protect you from mishaps and failures on your side. Like other SaaS platforms, Microsoft will take action on your data as you instruct them – if you ask them to delete something, they will do it, per their SLA with each customer. After all, the data you store in the cloud is still ultimately your data. As stated in Microsoft's Office 365 [Trust Center](#), "With Office 365, it's your data. You own it & control it."

This means that Office 365 can't protect companies from data loss due to accidental deletion, malicious user activity, configuration errors, or programmatic errors, such as synchronization and integration issues. Consider the following examples that illustrate how data loss can happen in Office 365:

- When a disgruntled employee decides to delete their email, they can easily empty and purge their trash bin, making data recovery and restoration difficult, if not impossible to perform.
- Deleted files, emails, or entire mailboxes are retained temporarily for a period of time (which varies by each service), but are not recoverable after this period has expired.
- Deleted accounts are recoverable for 30 days, after which time they and all their associated data are permanently gone.

# Keeping Cloud Invaders At Bay

## The Top Four Causes Of Data Loss In Cloud Applications

As you know by now, your Office 365 is vulnerable to data loss caused by several factors outside of your control. In this level, you'll learn about four key cloud invaders that can block you in your quest for ultimate SaaS data protection and availability.

### *User Error*

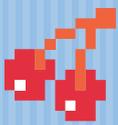
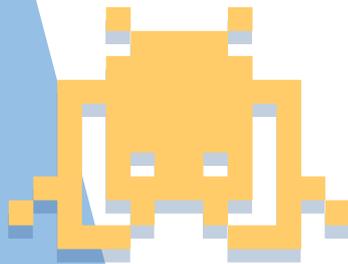
Did you know that user error accounts for [three-quarters of incidents](#) where sensitive data is lost? From prematurely deleting an email you suddenly need months later, to misplacing an important file, or simple misconfiguration, human error is an inevitable part of business, in the cloud or on the ground.

When an item is deleted, Microsoft has no way of knowing if the deletion was authorized and intentional or done by mistake or malicious intent. Regardless of the circumstances surrounding the initiation of deletion, Microsoft promises to delete the data, as outlined in their terms of service. Without a backup and restore solution, there is no way to quickly retrieve information lost through human error.

Office 365 does provide a failsafe via a secondary recycle bin, but permanently deleted items are only retained for 14 days. After that, the data is lost for good. That's why you need backup.

### *Malicious Insiders*

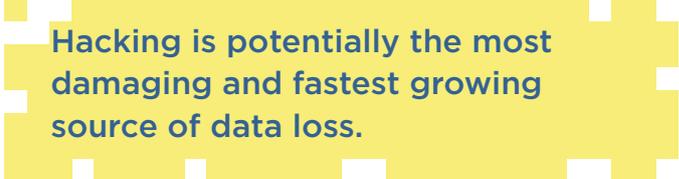
In a busy organization, you'll see contractors, sub-contractors and employees come and go.



## GAME CHEAT!

The quick summary for this level is:

1. The four key reasons for data loss in Office 365 are:
  - a. user error
  - b. malicious insiders
  - c. hacking and malware
  - d. programmatic errors (synch malfunctions and more)
2. You are responsible for protecting yourself from data loss because you are ultimately the sole owner of your Office 365 data.



Hacking is potentially the most damaging and fastest growing source of data loss.



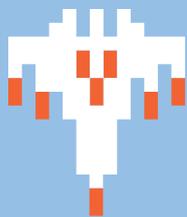
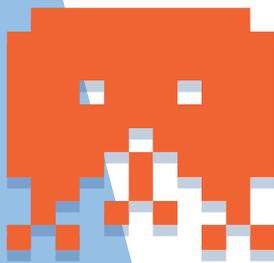
Each of these people will have access to your data, files, and IT systems, and unfortunately, not everyone will have the best intentions, so it's wise to prepare your business for malicious activity before it occurs.

This type of behavior can happen if an employee is dismissed from his or her position and wants to get even by deleting critical data on the way out. Perhaps a disgruntled employee tries to hide a string of inappropriate or abusive emails by deleting them from their mailbox and trash. Without backup, there's no way to recover this information, and that can have significant legal and financial ramifications.

### *Hackers*

Hacking is potentially the most damaging and fastest growing source of data loss. The [Internet Security Threat Report 2014](#) indicates that there were eight "mega breaches" (incidents that exposed 10 million identities or more) in 2013, compared to just one in 2012. According to Risk Based Security and the Open Security Foundation, the number of data loss incidents across the globe tripled from 2012 to 2013, and 72% were caused by external attackers in that time.

Whether it's accessing customer emails, phone numbers, or even bank details, [it's clear that no business is safe](#), no matter how large or well-established.



Good work. You've mastered the main causes of data loss, but what impact does data loss have on your organization and why do you need backup? Move on to LEVEL 4 to find out.

### *Programmatic Errors*

Programmatic errors, like sync malfunctions and configuration glitches, can often occur when using third-party apps along with Office 365.

When multiple employees have constant access to files, contacts, and more, the risk of loss increases. One employee installing an app on his mobile device, in an attempt to increase his productivity, could wipe out an entire list of contacts or calendars during the sync process. Not all apps are programmed to work seamlessly together, and Office 365 isn't set up to help you recover information that has been lost due to configuration errors.

### **What You Can Do To Defend Against Cloud Invaders**

The main lesson to learn is that although you are housing your data in Office 365, you are still entirely responsible for this data. According to [Microsoft](#): "When you entrust your data to Office 365, you remain the sole owner of the data: you retain the rights, title, and interest in the data you store in Office 365." And because they will not support escalations to recover data, you need to be prepared to restore data yourself in the event of data loss.

That means implementing your own defenses against cloud invaders, like user error, malicious insiders, hacking, and sync malfunctions. Cloud-to-cloud backup and restore solutions for Office 365 are designed to protect against these threats and more, ensuring that when data loss inevitably occurs, you can immediately recover without missing a step, turning potential data disasters into non-issues.

# Why Backup And Restore Are Critical

## The Impact Of Data Loss On Your Organization

You may be fully convinced that data loss can and will occur in your Office 365 environment. But are you aware of the impact data loss can have if you decide to forgo proper backup?

### *Data Loss Is Expensive*

When a data disaster strikes, the first step is to get that data back. If you don't have an expert on your team who can retrieve data for you, then you will have to pay for additional support from your SaaS provider - and that's if it's even possible to get data back at all.

[Reports indicate](#) that outsourcing data recovery assistance costs double the rate of an internal employee. And even if you do have internal IT workers that can help in the event of a data loss, this only means they'll be spending time on retrieving missing data, rather than focusing on strategic innovation and fulfilling their normal day to day duties.

### *It Will Damage Your Reputation*

Companies of all sizes are vulnerable to data breaches, which can devastate brand value.

According to research, the average estimated value of corporate brand or reputation is [\\$1.5 billion](#), a figure that can diminish by 21% as a direct result of a breach. And it's estimated that it takes a company around 11.8 months to restore their reputation.

Can your brand afford this extent of damage?

## GAME CHEAT!

The quick summary for this level is:

1. Data loss has severe consequences for your company:
  - a. It's expensive.
  - b. It's unproductive.
  - c. It will damage your reputation.
  - d. It puts you at compliance risk.
2. Backup and recovery solutions can prevent the negative effects of data loss.



### *Data Loss Is Unproductive*

When data loss strikes, work productivity can come to a standstill. Firstly, data loss will affect the productivity of IT employees who are tasked with trying to retrieve that data. This alone can take hours of work, wasting time and money spent on one task.

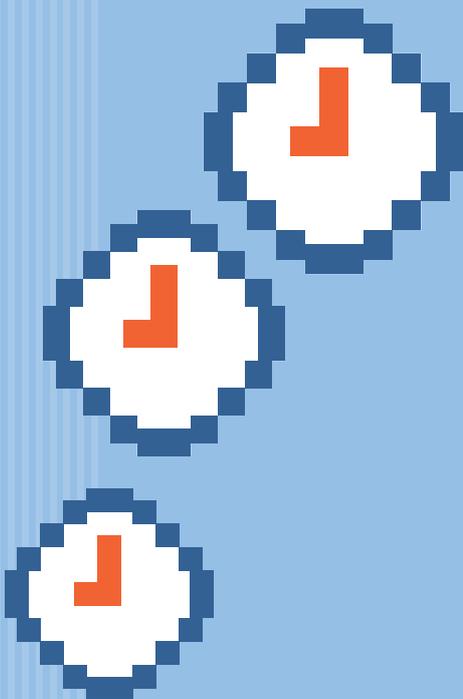
However, IT employees are not the only people who suffer. Other employees won't be able to continue with their work until the problem is solved, as their data and devices may be compromised. During this downtime, your entire company (and your bottom line) suffers.

Even when cloud applications like Office 365 offer [limited data recovery capabilities](#), the process is often time-consuming or confusing, requiring IT attention to be diverted from higher-value activities in order to address user support tickets. This disrupts the workflow of both IT employees and cloud application users.

If you could implement a backup and recovery option that would allow end-users to resolve their own data loss incidents, saving the IT team from spending endless hours on these kind of support cases, wouldn't you jump at the chance?

### *It Leaves You With Compliance Risk*

As laws and regulations surrounding data management in the cloud continue to evolve, your organization has a duty to stay compliant,





Now that you understand why backup and recovery are critical to your business, it's time to move to LEVEL 5 to learn what to look for in a cloud-to-cloud backup solution.

so if there were ever an audit, your organization could continue to work without interruptions. You may not even be aware that data backup plays a critical role in keeping your organization compliant, but it does. You may not even be aware that data backup plays a critical role in keeping your organization compliant, but it does.

Mandates concerning RTOs and RPOs directly pertain to backup and recovery, so being proactive about a solution to address these issues is wise.

### Avoid These Consequences By Implementing Backup And Restore

While you cannot keep data loss caused by user error, hacking, and synch malfunctions from happening, you can prevent the negative consequences of data loss by proactively implementing a backup and recovery solution before a loss occurs.

With cloud-to-cloud backup, a separate and secure copy of all your data is kept and updated for you regularly. When accidents happen, you can look to your backup provider to get data back the way it was before the loss occurred. You'll avoid steep costs associated with recreating or manually recovering lost data, keep your employees productive, satisfy auditing requirements, and ensure customers that your brand and business are resilient, simply by having a backup and restore solution.

# It's Game Over For Data Loss

## Finding Your Backup And Restore Solution

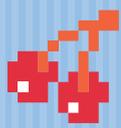
### A Trusted SaaS Application Backup Provider Is Your Data Protection Force Field

Simply put, working in the cloud without a backup is unproductive, costly, and leaves you at huge risk for profit loss and non-compliance. By working with a third-party SaaS application backup provider, you will ensure your data is protected and accessible at all times, while keeping your company in compliance with auditing standards surrounding data protection, backup, and recovery.

### Backup Is Only As Good As The Recovery That Comes With It

When choosing your backup provider, it's important that their features, benefits, and security standards match your needs. Most importantly, you need a backup solution that provides accurate, reliable restore functionality. What good is backup if you can't get that data back into your environment quickly and intuitively?

Below you will find several other factors you should consider while choosing a backup provider.



### GAME CHEAT!

The quick summary for this level is:

1. By working with a third-party SaaS application backup provider, you will ensure your data is protected and accessible at all times while keeping your company in compliance with auditing standards surrounding data protection, backup, and recovery.
2. The factors you should consider when selecting a cloud-to-cloud backup provider are:
  - a. security credentials
  - b. user experience
  - c. support
  - d. administrator controls
  - e. frequency of backups
  - f. restore features
  - g. storage pricing model

## What To Look For When Selecting A SaaS Data Protection Provider

### *Daily And On-Demand Backup*

Daily, automated backup means that, if you choose, you can “set and forget” your backups, knowing you’ll always be protected without any effort on your part. Choose a backup provider that lets backup run quietly in the background, but also gives you the option to run a manual backup whenever you choose.

### *Granular Point-In-Time Restore*

When data loss happens, you need to be able to get your data back exactly as it was, as quickly as possible. The most sophisticated backup and restore solutions will provide granular, point-in-time restore that allows you to retrieve data from any point in time in just a few clicks. This means you can recover historical snapshots or versions of all of your data and restore them into your Office 365 tenant.

### *User-Friendly User Interface*

Backup software should make the lives of IT professionals and application managers easier, instead of being one more hassle to deal with. Look for a provider that provides an intuitive user experience that works seamlessly with Office 365.

Your backup solution should also be clear, transparent, and informative. Check for daily or real-time updates that will help you understand the status of your backups and if there are any errors that need attention.

Another important, yet often overlooked, factor is end-user enablement. Your company migrated to the cloud to allow employees to work anytime, anywhere, encouraging innovation to happen faster than ever before. When accidents happen in Office 365, shouldn't

employees also be able to resolve their own data loss issues? When end-users are enabled to restore data themselves, not only can they continue working with minimal disruption to their workflow, but they can also spare the IT team from addressing countless support desk calls.

Ensure that the solution you choose is easy enough to use so that all users in your Office 365 tenant can comfortably manipulate the software and restore their own data.

### *Comprehensive Administrator Control*

As we've discussed before, housing your data in the cloud does not change the fact that you are in control of it. In light of this, you'll want a backup solution that offers customizable administrator settings so you can wield this control as you see fit. A good backup and recovery solution will let you balance the control you want with the freedom of the cloud by offering these administrator options:

- Assigning new users
- Monitoring and resolving backup errors with a detailed status history
- Detailed records of all administrator and user actions

### *Security Credentials*

Make sure the provider you choose uses industry best practices for security standards. Use this checklist of key qualifications to confirm your provider is secure enough to protect your data:

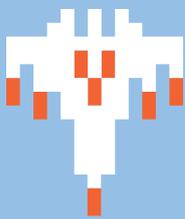
- ✓ Strong block ciphers - 128-bit SSL encryption in transit and 256-bit AES encryption at rest
- ✓ At least 99.9% uptime
- ✓ TRUSTe privacy and security seals
- ✓ US-EU and US-Swiss Safe Harbor Frameworks certifications
- ✓ Observance of SSAE type II and SOC2 standards
- ✓ Log analysis to guard against intrusions
- ✓ File integrity and policy monitoring
- ✓ Rootkit detection
- ✓ Real-time alerting and active response

### *Support*

Even though you'll be purchasing a software solution to protect your Office 365 data, how the provider treats you during the discovery, sales, implementation, and support processes is of paramount importance. Be certain you can trust a SaaS vendor before you entrust them with your critical data, and ask how they will handle your support issues. A great backup provider will give you access to various resources, including forums, articles, how-to videos, and email support, so if you ever have any questions, you'll be able to get the answers you need with ease.

### *Unlimited Storage*

Your organization's volume of data will always expand. Don't compromise by choosing a "pay-as-you-go" storage model. Unlimited storage models charge one price, regardless of how much data you consume, and save you from having to periodically make room for more data or seek approvals to purchase more storage. Find a partner who offers unlimited storage with no questions asked.



Want to find a provider that offers all these features and more? Move on to LEVEL 6 to complete your mission!

## Be A Backup Hero

### Implement Spanning Backup For Office 365

Congratulations – you’ve completed your mission to find out why you need to back up Microsoft Office 365!

As you’ve just discovered, Microsoft Office 365 is an incredible platform that helps you collaborate together as a team and grow as a business. But it doesn’t offer complete protection against data loss. You need to supplement with a third-party backup and restore solution.

#### With Spanning Backup For Office 365, It’s Game Over For Data Loss

Spanning is the first backup provider to offer responsive, mobile-ready, enterprise-grade backup and restore capabilities for Office 365.

Spanning Backup for Office 365 comes with the industry-leading features Spanning customers have come to expect and love, including:

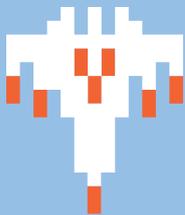
- **Automatic daily & on-demand backups:**  
“Set it and forget it” with automated daily backups, or push a manual backup at any time.
- **Mobile-ready intuitive design:**  
Access and restore your data from anywhere, on any device.
- **Unlimited storage:**  
All of your data, no matter how much, is stored in one convenient location, at one fair price.

Spanning Backup for Office 365 comes with the industry-leading features Spanning customers have come to expect and love.



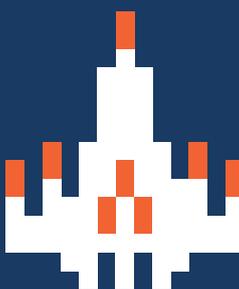
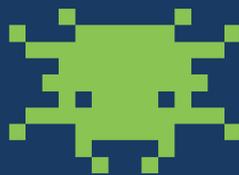
- Industry-leading security:  
We maintain world-class security credentials, including TRUSTe and SSAE16 type II certification.
- Trusted, helpful support:  
With prompt email support, a fully stocked resource library, and extensive knowledge base, there's no question our support team can't answer quickly and clearly.

Don't play games with your data. Contact [Spanning](#) to learn more about [backup and restore for Office 365](#) or start a [free trial today](#).



MISSION COMPLETE





## About Spanning Cloud Apps

Spanning, an EMC company and a leading provider of backup and recovery for SaaS applications, helps organizations to protect and manage their information in the cloud. We provide powerful, enterprise-class data protection for Google Apps, Salesforce, and Office 365. Spanning Backup is the most trusted cloud-to-cloud backup solution for thousands of companies and millions of users around the world. Start a 14-day trial by visiting [Spanning.com/try-it-now](http://Spanning.com/try-it-now).

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