The Importance of
Cloud-to-Cloud Backup

Businesses using SaaS applications believe their data is safe because it's in the cloud

⚠️ **But SaaS applications like Microsoft won't keep your data safe.**

To keep your business-critical data safe, SaaS providers recommends using a third party solution to backup your data.

Like many other SaaS providers, Microsoft, Salesforce, and Google Workspace have a Shared Responsibility Model. This means they are responsible for securing the infrastructure, and the customer is responsible for the securing the data itself.

To keep your business-critical data safe, Microsoft, Google, Salesforce and others recommend using a third party solution to back up your data.

Microsoft

"Point in time restoration of mailbox items is out of the scope of the Exchange service."

salesforce

"We recommend that you use a partner backup solution that can be found on the AppExchange."

Google

"An administrator can restore a user's Drive or Gmail data for up to 25 days after the data is removed from the user's trash. . . after 25 days, the data cannot be restored, even if you contact technical support."

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Saas Vendor Responsibility
- Ensuring application uptime
- Protecting infrastructure
- Processing and handling data

Your Responsibility
- Securing accounts, devices and information
- Recovering data from cyber threats and human error
- Managing access, privacy and retention to meet compliance and regulatory requirements

Too many IT decision makers believe their data is secured by the cloud.

13%

Only 13% of IT professionals know they're solely responsible for backing up data for SaaS application.

35%

35% wrongly assume their SaaS vendor is responsible for data protection.

## It's up to you to close cybersecurity gaps that can cause data loss.

Carbonite™ Cloud-to-Cloud Backup can help

Native Limitations	How Carbonite Helps
Without retention policies, deleted items disappear after 30 days	Automatic backups of Microsoft 365, Google Workspace, Salesforce, Box and Dropbox
File versions are not isolated recovery points so when an active file is deleted, all other versions are as well	Granular restores or cross-user/site restores
Recovering from a litigation hold is possible, but there isn't a way to run a granular search	Advanced search and filter options help restore individual items or entire mailboxes in a snap

Compared to SaaS vendor's native data protection capabilities, Carbonite is:

Faster, easier and more reliable
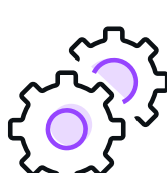
Restores single items or entire sites

Complete backup and recovery for Microsoft 365, Dropbox, Box, Google and Salesforce

SaaS applications are powerful, but they lack daily backup and archiving processes.
We can help.

Learn more about
Cloud-to-Cloud Backup

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