

Importance of Cloud Backup



47%

of data loss is caused
by end user deletions.

My spilled coffee somehow deleted
10 years of patient files and we're
fully booked today! Can you help
me call Microsoft? I can't find
their phone number!



Actually, Microsoft isn't responsible
for providing backups since this was
the result of human error; but luckily
Toothsayer pays for cloud data
recovery. I can send a copy
of your data. Give me
a few minutes!



Think Microsoft 365 has your email backup? They dont past 30 days!

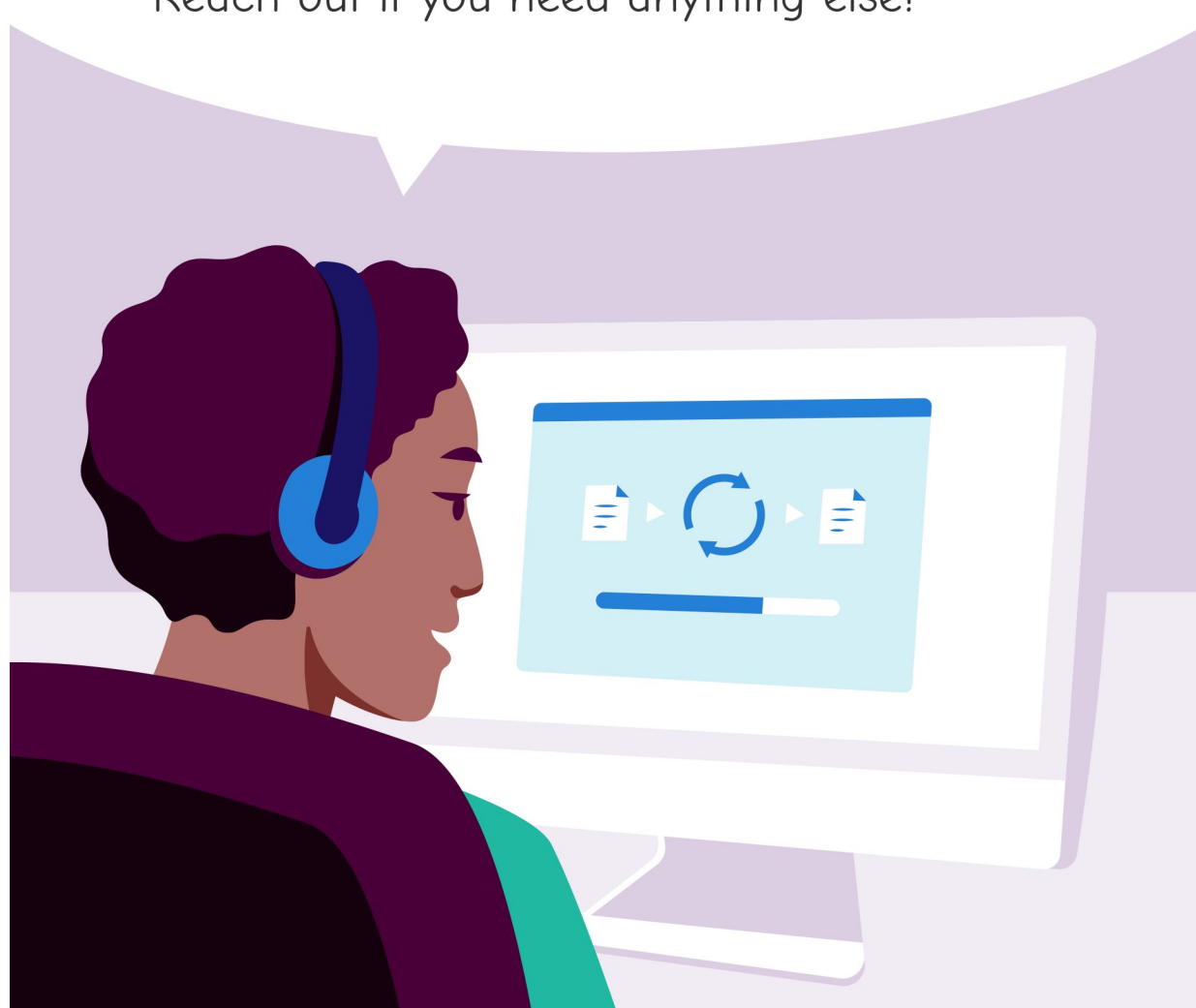
The Shared Responsibility Model was created by Microsoft to outline who is responsible for data in different scenarios of data loss. SaaS vendors are only responsible for data protection and data loss **some** of the time. That means end users are responsible for data security and data loss the **rest** of the time.

Responsibility	SaaS	PaaS	IaaS	On-prem	
Information and data	●	●	●	●	Responsibility always retained by customer
Devices (Mobile and PCs)	●	●	●	●	
Accounts and identities	●	●	●	●	
● Microsoft ● Customer					

"We strive to keep the Services up and running; however, all online services suffer occasional disruptions and outages, and Microsoft is not liable for any disruption or loss you may suffer as a result. In the event of an outage, you may not be able to retrieve Your Content or Data that you've stored. We recommend that you regularly backup Your Content and Data that you store on the Services or store using Third-Party Apps and Services."

- Microsoft on data loss caused by imminent disruptions and outages

Okay Hank, you're all set. Your accidentally
deleted files have been sent back to your
Office 365 account and are ready for use.
Reach out if you need anything else!



Thanks so much Molly! Our back-to-back
appointments today appreciate you! Now
for another coffee!

How BorderLAN helps

- Simple Montly per user Charge
- Shared Space Data Tiers scalable to 500 TB
- Help-Desk from BorderLAN
- Roll-back protection and backup
- Permission setup by team
- Management oversight

Backup your backups

As more businesses migrate to the cloud and have mobile or remote workforces, a SaaS backup becomes essential to keep employees connected, productive and secure. Restore any file or folder anytime. The protection helps keep ransomware from doing damage and keeps data accessible.

According to a study by The Aberdeen Group on data loss in the cloud:



47% were due to
end-users deleting
information



17% were users
overwriting data



13% were
because hackers
deleted info

Protect your data without ever having to leave your desk.
To learn about simplified cloud-to-cloud backup,
visit borderlan.com or call us at 760-736-8100 for more information.