Protect your Microsoft 365 experience

Microsoft 365 empowers productivity

Microsoft 365 is the number one cloud-based productivity suite, with powerful tools for communication, collaboration and content creation. More and more businesses are moving from various source email systems to take advantage of all that Microsoft 365 offers.

Get more done at the speed of the cloud

Do more wherever you are with secure access, sharing and file storage – at work, at home or on the go. Stay connected with others, drive creativity and spark innovation at the speed of the cloud.

Collaborate more seamlessly

Microsoft 365 features powerful new collaboration scenarios, such as Microsoft 365 Groups and Microsoft Teams. They empower you to bring together teams and resources all in one place to communicate, collaborate and share data across Microsoft 365 apps and services.

Work more flexibly

Work anywhere, any time and from any device. Create, share and edit content across Microsoft 365 applications and services, even when you're offline.

Streamline IT management

Easily set up and manage users, devices and data, and never worry about having the latest features and security updates. They're automatically delivered the moment they are available.

Lower costs

Microsoft 365 delivers enterprise-level IT infrastructure at a price that even small businesses can afford.

> **Microsoft 365 unleashes our people to create, share and collaborate using a variety of innovative products and scenarios like Groups and Teams. We knew we wanted to protect that value, and were thankful for our IT partner who helped us determine and implement the right protection for our business."**
>
> Recent Microsoft 365 Customer

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Ensure your Microsoft 365 productivity is protected

Microsoft 365 offers industry-leading security, privacy and data availability. To ensure your business gets the most from all the innovation and collaboration Microsoft 365 offers, an informed approach to data protection is required.

1. Recognise the risks of data loss in the cloud

- Sources of data loss
- Potential costs
- Business impact

2. Understand the data protection Microsoft 365 offers

- Geo-redundancy
- Data retention
- Legal Hold

3. Review popular data protection strategies

- Key considerations
- Data protection options
- Where Microsoft 365 backup fits

4. What to look for in your Backup solution

- Data protection coverage
- Data recovery speed and flexibility
- Total cost of ownership (TCO)

5. Vodafone Cloud Backup: The solution that frees you to innovate in Microsoft 365

- Comprehensive data protection
- Fast and flexible recovery
- Value for money

Due to the complexities of data protection, recovery solutions and the number of variables and options to consider, most businesses rely on an IT solution provider to help them determine and implement the right data protection for their business.

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1.

Recognise the risks of data loss in the cloud

Data loss happens in the cloud, and it's costly.

- ✓ **Sources of data loss**
- ✓ **Potential costs**
- ✓ **Business impact**

Chapter 1

Understand the risks of data loss in the cloud

32%
of companies lose data in the cloud[1]

Data loss happens in the cloud

Microsoft 365 and the cloud do not prevent data loss due to human action, nor do they provide comprehensive data protection and recovery capabilities. One study found that 32% of the companies surveyed had experienced data loss in the cloud.

Data loss can occur in a variety of ways
Most loss is accidental or unpredictable.

64%	13%	7%	16%
Accidental deletion	Hackers	Malitious deletion	Software issues

Accidental deletion
Users may accidentally delete an email, file or folder. In some cases, a user may intentionally delete a file, simply because they do not realise it might be needed later. There are also those times when a child picks up the phone, not realising what happens when they click the cute garbage can icon.

Hackers
Malware or other viruses may corrupt your data, making it unrecoverable. Ransomware, a rapidly growing form of malware encrypts files. The hacker includes with each file a ransom request to obtain the key to unencrypt the data, but with no guarantee.

Malicious deletion
A disgruntled employee may maliciously delete valuable contact information, or an entire mailbox or OneDrive for Business Account. A SharePoint admin can actually permanently delete an entire SharePoint site collection, making it immediately unrecoverable.

Software issues
A variety of software issues make up the remainder of the data loss events. These include overwriting data, licence changes or other changes with software or hardware that can make data unrecoverable.

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[1] IT Compliance Policy Group

Data loss can be costly

Data breaches impacting UK organisations in the past year inflicted losses of up to £2.99 million on average, be it in terms of legal costs, technical costs, regulatory costs or costs incurred due to loss of brand equity, customers and employee productivity.
A new study from IBM Security has revealed that the cost of data breaches is rising steadily across the world, with organisations based in the United States incurring the highest losses (£6.6 million on average per data breach) and those in the UK suffering losses of up to £2.99 million to every data breach incident. The average cost of data breaches in the UK rose by almost 10 percent compared to 2018, even though the average size of such breaches increased by only 3.6 percent. The per capita cost per lost or stolen record in the UK now stands at £119. The financial impact of data breaches can last up to three years.[1]

The impact of lost data across a company

The impact of a data loss goes beyond the cost of the data. Regardless of the data loss event, it can significantly impact everyone's life and productivity.

Executive
What would be the impact of losing data critical to strategic business decision making?

Sales
How would you deal with lost email or contacts for your biggest accounts?

Support
What would happen if your knowledge base documents were deleted?

IT
How prepared are you for the various threats of data loss?

The impact of lost data on any business

Every company has valuable data it needs to remain productive, let alone stay in business.

Business data
• Financials
• Contracts
• Intellectual property

Sales & marketing data
• Customer email history
• Sales performance data
• Marketing collateral

Internal data
• Project documentation
• Corporate policies
• Personnel files

What is the value of your business data?
How would data loss impact your business?
Would you be forced to pay a ransom to hackers to recover your data or save your business?

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[1] 2019 Cost of a Data Breach Report – IBM Security

2.

Understand the data protection Microsoft 365 offers

Microsoft 365 includes a variety of data protection features. It's critical to understand what they cover and what they don't.

- ✓ **Geo-redundancy**
- ✓ **Data retention**
- ✓ **Legal Hold**

Learn the scope and limitations of Microsoft 365 data protection

Microsoft 365 does include a range of features that offer some level of data protection. However, it is important to know that none of these offer the complete data protection and recovery that businesses need.
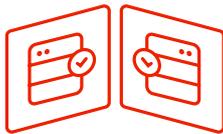
Mirrors are different than copies

Like many cloud services, Microsoft 365 offers geo-redundancy. This mirrors data across multiple data centres, so whatever your data looks like in one data centre is the same across all data centres.

What it covers

The availability of your data as is across multiple data centers in the event of a data centre outage.

What it doesn't cover

The state of your data as it was before a data loss. If data is deleted, that deletion is replicated across data centres.

140 days

The average time that elapses from data compromise to detection.[1]

Limited data retention

Data that is deleted in Microsoft 365 is retained for a limited time, depending on the application, licence limits and configurations. It's an easy recovery if done in time, unfortunately, if you don't realise what you lost until the retention expires, it will be unrecoverable.

What it covers

Deleted data that is restored before the retention limit expires. Examples:
- Exchange Online: **14 days**[2]
- SharePoint & OneDrive for Business: **180 days**
- Office 365 Groups: **30 days**

What it doesn't cover

- Data that is not restored within the retention period.
- Corrupted or encrypted data
- Malicious permanent deletion of data[3]

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[1] 6 steps to build a holistic security strategy with Microsoft 365, Microsoft Discover.Office.com

[2] Can be extended to 30 days

[3] It is possible for SharePoint admins to immediately and permanently delete SharePoint site data and for end-users to do the same within their OneDrive for Business account.

Premium features for legal and compliance requirements

Higher-priced Microsoft 365 licences include features like Legal Hold and Archiving. These are specifically designed for legal and compliance requirements, not for restoring data.
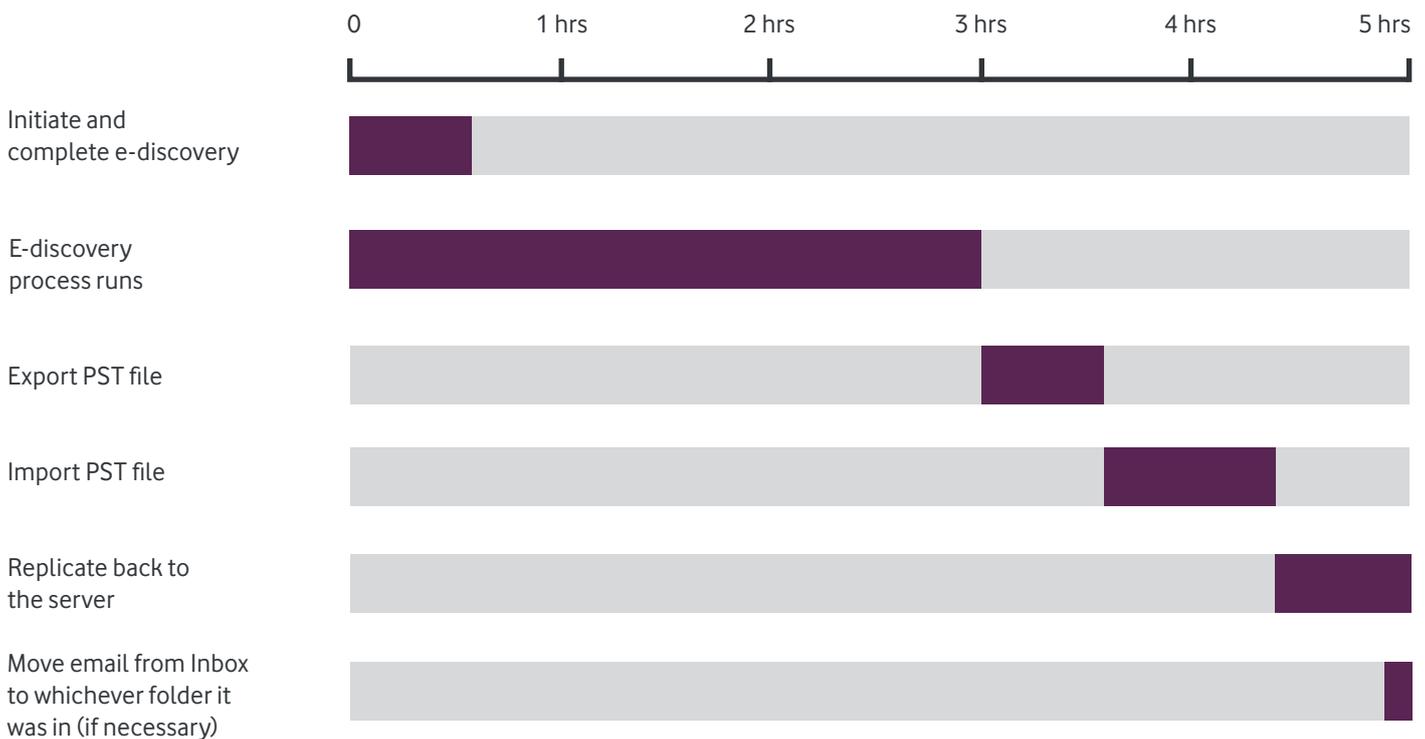
Data protection limitations
- Requires a higher-priced Microsoft 365 licence.
- Requires technical expertise to configure and manage.

Data restoration limitations
- Not designed to quickly restore lost data.
- Requires technical expertise to restore even just a single email to a mailbox.

5+ hours
Hours of technical labour required to restore a single email using Legal Hold.

	0	1 hrs	2 hrs	3 hrs	4 hrs	5 hrs
Initiate and complete e-discovery	▮					
E-discovery process runs	▮▮▮▮▮▮					
Export PST file				▮		
Import PST file					▮	
Replicate back to the server						▮
Move email from Inbox to whichever folder it was in (if necessary)						▮

What are the data-retention policies and protection features of your Microsoft 365 licenses? Do you have the technical resources to configure and manage Microsoft 365 data-protection features like Legal Hold?

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3.

Review popular data protection strategies

There is a variety of types of data protection solutions, understanding the strengths and weaknesses of each will help you determine what's best for your business.

- ✓ **Key considerations**

- ✓ **Data protection options**

- ✓ **Where Microsoft 365 backup fits**

Chapter 3
Determine the right data protection solution for your business

What to consider

There are several data protection solutions designed to complete the data protection and recovery needed for Microsoft 365. Each is designed for a particular purpose. As a result, one or more solutions might be required for the full data protection and data recovery requirements of a business. There are two key areas of consideration when selecting the right Microsoft 365 data protection.

Data protection

- What data do you need to protect?
- Do you have legal or compliance requirements?
- Do you need a full business continuity and disaster recovery (BCDR) solution?

Microsoft 365 Backup

Legal & Compliance Requirements

Application & System Recovery Needs

Speed and recency of data recovery

- How many hours of data can you afford to lose?
- How fast do you need data to be restored?

Most recent copy of systems/data   **Service disruption or data loss event**   **Systems and data fully restored**

RPO

RTO

Hours of lost data

The term restore point objective (RPO) refers to the elapsed time between the most recent copy of data and a service disruption and/or data loss.

Speed of recovery

The term restore time objective (RTO) refers to the time it takes to find and fully restore lost data.

The RPO and RTO considerations often depend on the kind of business. For example, financial institutions need the ability to restore the most recent data changes. Hence, they need a very low RPO, so customer financial records are the most up-to-date when restored, even if it means that the system is offline for some time. On the other hand, an eCommerce website needs the data to be restored ASAP (very low RTO), even if it means that the last few items that were added to a catalog right at the time of the crash are not in the backup.

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Data protection options

The following table compares various data protection and recovery solutions. Each is designed to address specific coverage needs. As a result, one or more solutions might be right for your business.

Solution	What it provides	Strengths	Weaknesses	Cost/Complexity
Backup	Multiple automated daily backups	Protects data and productivity by quickly restoring lost data	Limited to Microsoft 365 data	Low/Low
Archiving	A separate location to store and/or secure data	May meet some compliance requirements	Does not store a separate instance of data, so is not designed to restore lost data	Medium/Medium
BCDR	Ongoing backup of data across all systems	Protects against disaster by restoring all systems to a prior state	Inefficient, time-consuming and cumbersome for recovery less than all systems	High/High

Why a backup solution is a good fit for any business

A Microsoft 365 backup solution provides the foundational data protection every business needs. It's the right price and fit for any type or size of business, including those who may also need additional, more specific or extensive solutions.

Backup   Archiving   BCDR
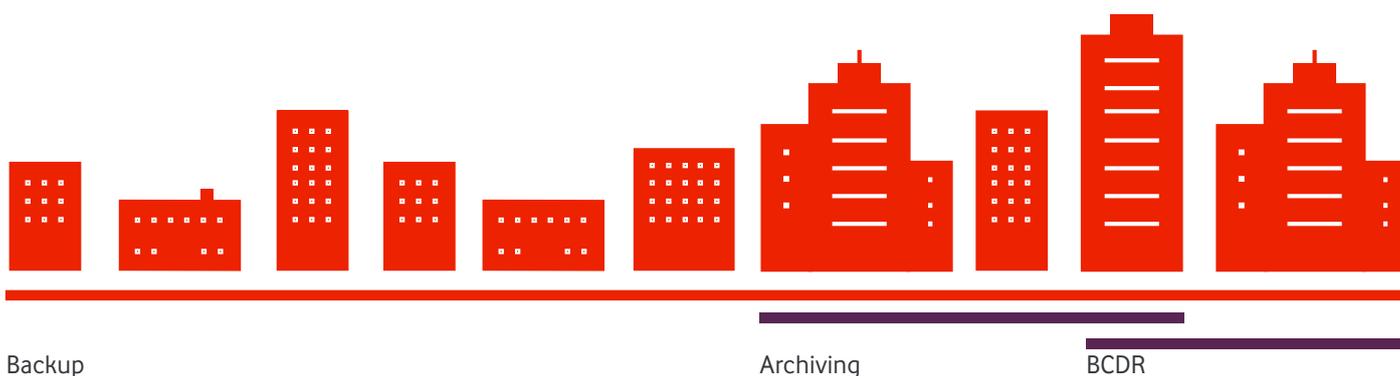
Backup only
Protect your data with a simple, fast and reliable backup solution that makes restoration effortless.

Backup + archiving
Combine backup with archiving and Legal Hold to meet compliance needs and keep critical data secure.

Backup + BCDR
Go beyond Microsoft 365 with advanced recovery and backup solutions designed to safeguard your business during any data loss event.

Does your business require a BCDR solution for protection beyond Microsoft 365?
Do some of your users require additional protection for legal or compliance purposes?

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4.

What to look for in your backup solution

There are lots of Microsoft 365 backup solutions out there. It's critical to find one that meets the following criteria:

- ✓ **Data protection coverage**
- ✓ **Data recovery speed and flexibility**
- ✓ **Total cost of ownership (TCO)**

Chapter 4

Understand what to consider when selecting a backup solution

Coverage across Microsoft 365 apps and services

Office 365 features powerful, new collaboration scenarios such as Microsoft 365 Groups and Microsoft Teams. They empower users to bring together teams and resources, all in one place to communicate, collaborate and share data across Microsoft 365 apps and services, all without IT involvement.

Exchange Online

SharePoint for Business

OneDrive for Business

M365 Groups

Microsoft Teams

You should not have to worry about where data is being created or be restrained from leveraging the best of Microsoft 365 due to a lack of data protection. It is therefore critical to select a backup solution that offers comprehensive protection across all components of Microsoft 365 — not just bits and pieces like email. It should also cover the latest collaboration scenarios like Groups and Teams.
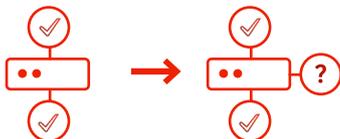
Where are your users creating and sharing valuable business data, and how is it changing?

While evolving apps and services like Groups and Teams unleashes end users for greater productivity and reduces the IT support burden for configuration and management, there may be less visibility into where valuable data is being created.
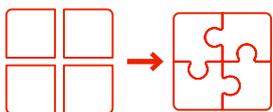
Can you restore data stored in disparate applications back to an integrated scenario?

New collaboration apps and services are free from the boundaries of specific applications. For Example the conversations and calendar of an Microsoft 365 Group are stored in Exchange, whereas the files and Notebook are stored in SharePoint. In such an integrated scenario, it is critical that a solution can not only back up the data stored within each application, but is also able to restore it within the integrated scenario for a seamless end-user experience.

> Microsoft 365 Groups, Microsoft Teams and SharePoint Modern Team Sites are not just new applications. These scenarios shift the very foundation of collaboration, including how applications are combined, delivered, deployed and managed to ensure the greatest productivity."
>
> Leading IT Partner Firm

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Data protection is only half of the story

Restoring data quickly and easily is essential for business continuity. The right solution should be flexible, agile and enable rapid recovery to keep you productive. In other words, it is important to again consider the RPO and the RTO of the solution.

- **Ensure data can be restored quickly and easily**
- **Frequency of backup and speed of recovery**

| Most recent copy of systems/data	Service disruption or data loss event	Systems and data fully restored
RPO →	🚫	RTO → ✓

Frequency of daily backups
As the number of automated daily backups increases, it reduces the RPO, or the time between the last backup and the data loss.
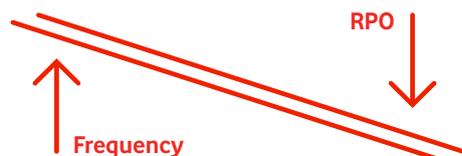
Speed of recovery
Speed of search and restore reduces the recovery time (RTO) and the impact on the productivity of your business.

RPO

Frequency

Rapid search → **One-click restore**
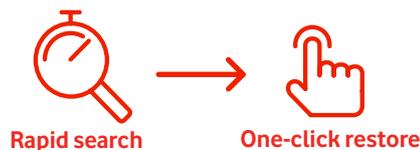
Flexibility of restoration
You should be able to restore the data you need, where you need it and from a specific point in time.

Bulk and granular restore
You should be able to restore exactly what you need, from individual items to entire folders, lists or even an entire Group or site collection.

Cross-mailbox restore
You should be able to restore the data from one mailbox to another if it is required for a specific business need.

Point-in-time restore
You should be able to restore data to a specific point in time. This is especially critical in the case of a ransomware attack.

> **With Cloud Backup, it took just a few minutes to initiate the restore, and then only a few hours for all 6 GB of data that were encrypted by ransomware to be restored exactly as they were, as though nothing happened."**
>
> Chad Smith, Endeavour Solutions

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Total cost of ownership

When evaluating solutions, it is critical to consider costs associated with implementation, management and storage. If a solution requires significant effort to set up and use, or includes additional charges for storage or extended retention, the price tag may be deceiving. Additionally, if you choose a solution that charges for storage, your cost will be unpredictable, and with the rapid acceleration in data creation, it is likely to increase significantly.

· Required time and effort increases the true cost of any solution

To calculate the true cost of a solution, it is important to consider how much time and effort it will require, from installation to ongoing management.

Installation
Is there anything you need to additionally install within your environment?

Configuration
How easy is it to set up and configure to meet your business needs?

Time to restore
How much time does it take to find and restore data?

Management
How much effort does it take to ensure the solution stays aligned with your evolving business and personnel?

Global Cloud Storage Market size was valued at USD 118.6 Billion in 2024 and is poised to grow from USD 141.38 Billion in 2025 to USD 576.22 Billion by 2033, growing at a CAGR of 19.2% during the forecast period (2026–2033).

How much will your users be leveraging new Microsoft 365 apps and services? How important is recovery speed and flexibility to your productivity?

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5.

Vodafone Cloud Backup:

The solution that frees you to innovate in Microsoft 365

There are three primary considerations for an Microsoft 365 backup solution

- ✓ **Comprehensive data protection**
- ✓ **Fast and flexible recovery**
- ✓ **Value for money**

Chapter 5

Vodafone Cloud Backup:
The solution that frees you to innovate in Microsoft 365

Vodafone Cloud Backup provides the most robust Microsoft 365 data protection today, and is innovating to maintain its industry leadership as Microsoft 365 evolves.

1. Comprehensive data protection

Breadth and depth of protection
Cloud Backup is the most comprehensive Microsoft 365 backup solution. Its breadth stretches across new scenarios like Groups and Teams, and it goes deeper than others into each application and collaboration scenario.

Exchange
- Email, Calendar, Contacts
- Tasks, Notes, Journal
- Public Folders

SharePoint
- Classic Team Sites
- Subsites
- Lists
- Files and versions

OneDrive
- Full account
- Folders
- Files and versions

M365 Groups **Microsoft Teams**
- Conversations
- Calendar
- Files and versions
- Notebook
- Modern Team Sites

2. Fast and flexible recovery
Cloud Backup restores the exact data you need, right where you need it, quickly and easily.

Frequent daily backups
Up to 6 daily backups
Minimised time from last
backup to data loss

Rapid search
Find lost data in seconds
Robust browse and search
capabilities

One-Click, Flexible Restore
Bulk and Granular
Cross-mailbox
Point-in-time

3. Great value

Almost no effort to configure, use or manage. No overages no matter how much data you accumulate or how long you need it. Peace of mind for your data, productivity and bottom line.

Efficient setup
Nothing to install
Get started quickly
Auto-enable new users and data

Unlimited Backup
Up to 6 automated daily backups
No storage limits
Unlimited or custom retention

Peace of mind
Comprehensive protection
No overages
Flexibly grows with your business

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Vodafone Cloud Backup optimises the value of Microsoft 365

Cloud Backup ensures you get the most out of your Microsoft 365 investment by protecting your data

Microsoft 365
Empowers productivity
- Get more done at the speed of the cloud
- Collaborate more seamlessly
- Work more flexibly
- Streamline IT management
- Lower IT costs

BETTER TOGETHER

+

Cloud Backup
Empowers data and productivity
- Comprehensive data protection
- Up to 6 automated backups per day
- Unlimited backup and retention
- Rapid search and one-click restore
- Great value

Vodafone Cloud Backup complements any Microsoft 365 licence

No matter which Microsoft 365 licence is right for your business, Cloud Backup complements that licence with the data and productivity protection you need.

Data Protection & Data Recovery Features	Microsoft 365 Business Premium	Microsoft 365 E1	Microsoft 365 E3+	Microsoft 365 + Cloud Backup Combined
Exchange				
Deleted item retention	14 days[1]	14 days[1]	14 days[1]	Unlimited
Storage capacity	50 GB per Mailbox	50 GB per Mailbox	100 GB per Mailbox	50-100 GB per Mailbox & Unlimited Backup
Can be configured to address compliance and litigation requirements	Available as add-on	Available as add-on	✓	✓
Allows for discovery and cross-mailbox search	Available as add-on	Available as add-on	✓	✓
Data recovered as it was where it was				✓
Autodiscovery and backup of all mailboxes and Public Folders				✓
Restore Emails, Calendars, Contacts, Tasks, Notes, Journals and entire mailbox				✓
Point-in-time restore				✓
Cross-mailbox restore	Requires PowerShell	Requires PowerShell	Requires PowerShell	✓
SharePoint & OneDrive for Business				
Deleted item retention	186 Day	186 Day	186 Day	Unlimited
Storage capacity baseline	10 GB	1 TB	1 TB	10 GB or 1 TB + Unlimited Backup
SharePoint storage capacity per user	500 MB	500 MB	500 MB	500MB + Unlimited Backup
Protection from immediate permanent deletion of SharePoint site content by Site Admin and OneDrive for Business content by end user				✓
Autodiscovery of SharePoint sites and OneDrive for business accounts				✓
Backup and restore SharePoint files, lists, Modern & Classic Team Sites and subsites and OneDrive for Business files, folders and full account				✓
Point in time restore of OneDrive for Business accounts				✓
Microsoft 365 Groups and Microsoft Teams				
Deleted item retention	30 days	30 days	30 days	Unlimited
Mailbox Storage Capacity (Conversations & Calendar)	50 GB	50 GB	50 GB	50 GB + Unlimited Backup
Data Storage Capacity (Files & Notebook)	1 TB	1 TB	1 TB	1 TB + Unlimited Backup
Backup and restore Conversations, Calendar, Files and Notebook				✓

[1] The default 14-day retention can be extended to 30 days