

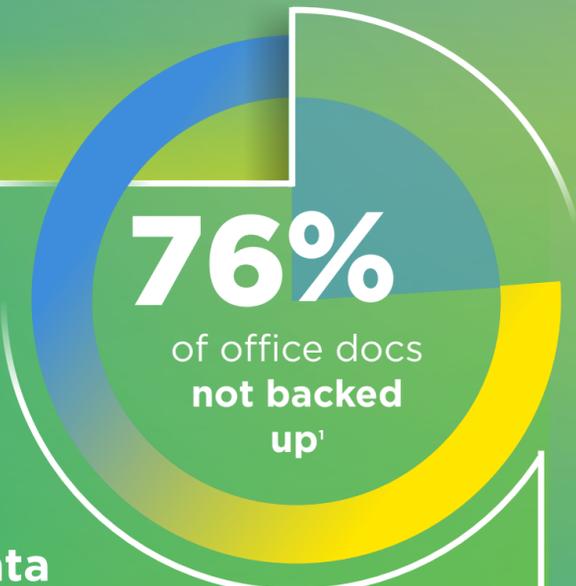
From backup pain to business outcome

Even with Microsoft 365 backup functionality, sensitive cloud data remains exposed.

The scary reality:



6 out of 10 Organizations don't have a data protection plan for Microsoft 365²



Top 7 ways how organizations lose data

1 Accidental deletion

Experienced by 37%¹

Microsoft 365 recycle bins and version histories offer limited protection against data loss

- with proper backup = simple recovery
- without proper backup: major problem when data is geo-redundantly deleted



2 Gaps in retention policy

Policies have to evolve fast to keep pace with business.

With an all-round Microsoft 365 backup solution, there are no retention policy gaps or restore inflexibility:

- ✓ Short-term backups
- ✓ Long-term archives
- ✓ Granular & point-in-time restores (e.g. of mailboxes)



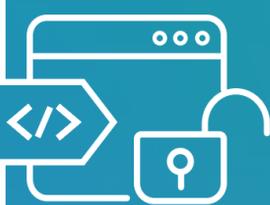
Attack: 18%¹ of surveyed organizations have lost data in the cloud because of an internal or external attack

3 Internal security threats

68% of organizations say Insider attacks are on the increase³

Common attack points:

- Fast-changing access to files & contacts
- Inadvertent downloading of infected files
- Accidental leaks of user names and passwords
- Deliberate damage or file tampering



4 External security threats

Ransomware and Malware

Exchange Online's limited backup and recovery functions are inadequate to handle serious attacks.

Regular backups will help keep a separate, safe copy of your data.



5 Legal and compliance requirements

If you can't retrieve emails, files or other data (e.g. as part of legal action), the results can be painful:



Fines

Penalties

Legal action

Fines for non-compliance in EU:

Up to **€20** million or 4% of worldwide annual revenue⁴

6 Hybrid email deployments & migrations

Hybrid deployment: on-premises Exchange and Microsoft 365 Exchange Online

Your Microsoft 365 backup solution should treat both the same, making the source location irrelevant.



7 No Teams backup

Microsoft Teams data is important. Make sure you back up Teams data and configurations to support:

- Business continuity – don't lose important project knowledge
- HR review – easily investigate inappropriate behavior
- Legal and compliance – Teams data may be part of your archiving requirements



Get the best defenses for your data



On-Premises



Public cloud



Managed cloud

Lenovo & Veeam

Backup and Recovery solution



Protect Microsoft 365 data from accidental deletion, security threats, and retention policy gaps



Quickly restore individual items and files



Meet legal and compliance requirements with efficient eDiscovery

Lenovo

veeam

One-stop-shop for data management & backup: from the edge to the core to the cloud

Global leader in backup that delivers Cloud Data Management

Find out more at www.lenovo.com/M365-data-management

TAKE CONTROL OF YOUR MICROSOFT 365 DATA WITH LENOVO AND VEEAM

1 Veeam customer survey, September 2019; respondent base: 1,000 IT professionals
 2 IDC: Why a Backup Strategy for Microsoft Office 365 is Essential, 2019
 3 Fortinet Insider Threat Report 2019 <https://www.fortinet.com/content/dam/fortinet/assets/threat-reports/insider-threat-report.pdf>
 4 <https://www.gdpreu.org/compliance/fines-and-penalties>