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Wavenet Group

8 BENEFITS OF A BACKUP SERVICE FOR MICROSOFT 365



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Introduction

The Microsoft 365 backup market is set to double in the coming years, a crucial trend to follow as Microsoft Office documents are frequently targeted by cyber criminals (making up 80% of attack attempts)¹. As more organisations recognise the need for dedicated Microsoft 365 backup solutions, the demand for efficient and cost-effective data protection grows.

Choosing how to safeguard your data is critical, especially with Microsoft's shared responsibility model, which emphasises that **Microsoft 365 does not include native backup solutions**. This makes protecting your data a challenge in terms of time, cost, and expertise.

Many organisations currently use software-only backup solutions, which give full control but require significant ongoing management and expertise. However, businesses are increasingly shifting to backup as a service (BaaS) models, which remove the need for in-house infrastructure. According to the 2024 Veeam Data Protection Trends Report, 88% of enterprises are likely to adopt BaaS or Disaster Recovery as a Service (DRaaS) for at least part of their production servers². The growing preference for these models reflects their efficiency in ensuring business continuity and disaster recovery.

By selecting Daisy, you gain access to a reliable, convenient, and cost-effective alternative to managing [backups](#) in-house or using software-only solutions. This allows you to focus on your core business goals while ensuring a secure data future. Let's explore why cloud-based backup services are so appealing for Microsoft 365 users, and how they can keep your business running smoothly.



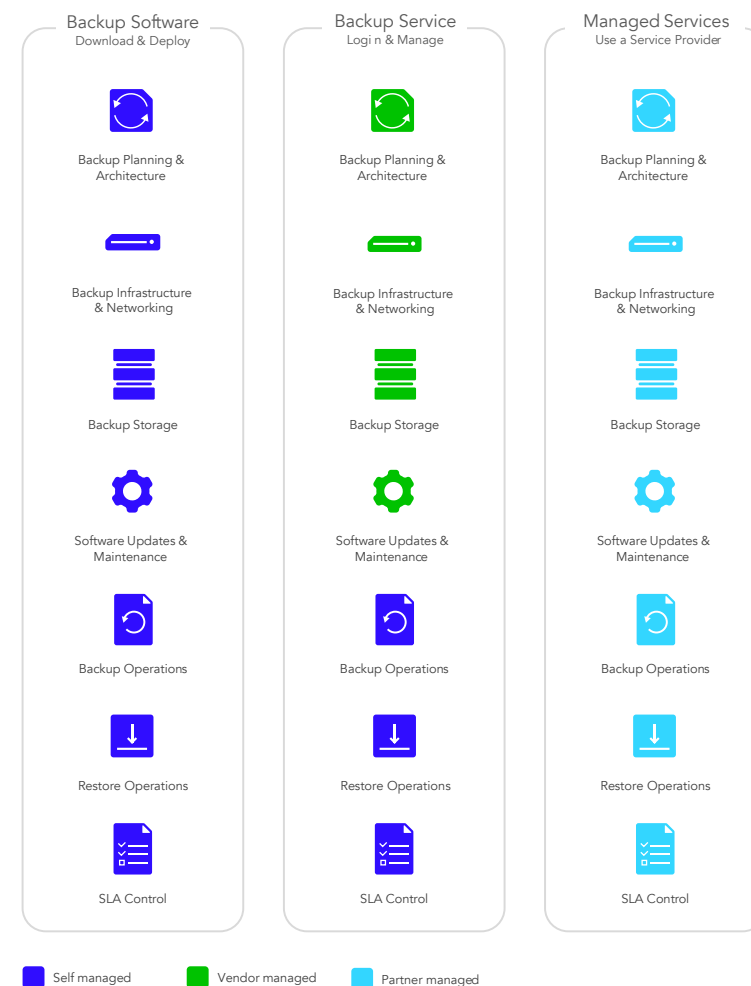
01 Simple Data Protection

An effective IT team must manage a range of tasks in traditional backup environments, including maintenance, security, and regular updates - essential for a successful backup strategy. However, these tasks require ongoing attention, which may explain why less than 25% of organisations are able to fully recover their Microsoft 365 data after a loss³. So, why handle all this in-house when it's so difficult, and a backup service can do it for you?

The following diagram shows a simple overview of the main jobs and components needed for an effective backup strategy. Based on your requirements, you can decide which of these you want to manage in-house, and which you can have done for you.

Backup services simplify the process, managing complexities such as maintenance, scalability, and security. With an intuitive web interface, IT teams can easily customise backups, set retention policies, and monitor performance with minimal training.

Simple, right? It's designed to be.



02 Quick and Easy Setup

Deploying backup software can be a major headache, with challenges such as setting up infrastructure, connecting storage, coordinating with experts, there are simply too many critical functions to get right every time. Organisations need high-capacity storage, backup servers, and networking equipment, all of which must be scaled and reconfigured as the business grows. On top of that, backup and security software must be correctly configured and licensed for this to work in the first place.

As a Platinum Cloud Service Provider, we can simplify this process with instant setup. Simply log in, link the backup service to your Microsoft 365 environment, and within minutes, you're running your first backup - no complex configurations or risks of setup errors, ensuring a quick and seamless deployment.

Set it, forget it, and move on.

It's that easy.



03 Time and Money Saved

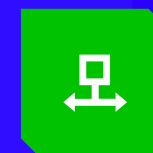
Budget constraints, shrinking resources, and tight deadlines are major challenges for IT departments. The pressure to “do more with less” often hits IT teams the hardest. So, how can you ease the burden without sacrificing time, money, or resources? A simple, cloud-based backup service provides the perfect solution, allowing you to avoid the need for specialised experts to manage complex backup infrastructure, as any IT team member can handle backups and restores with ease.

This approach minimises the costs and maintenance required for on-premises servers and storage systems, as we handle the technical heavy lifting for you. Plus, with backup services, you only pay for what you use, turning unpredictable in-house expenses into a predictable annual upfront model.

The question isn't how much time and money you will save.

It's, “What will I do with it all?”

With our backup service you:



Do more with less



Leave the heavy lifting to us



Pay for what you use

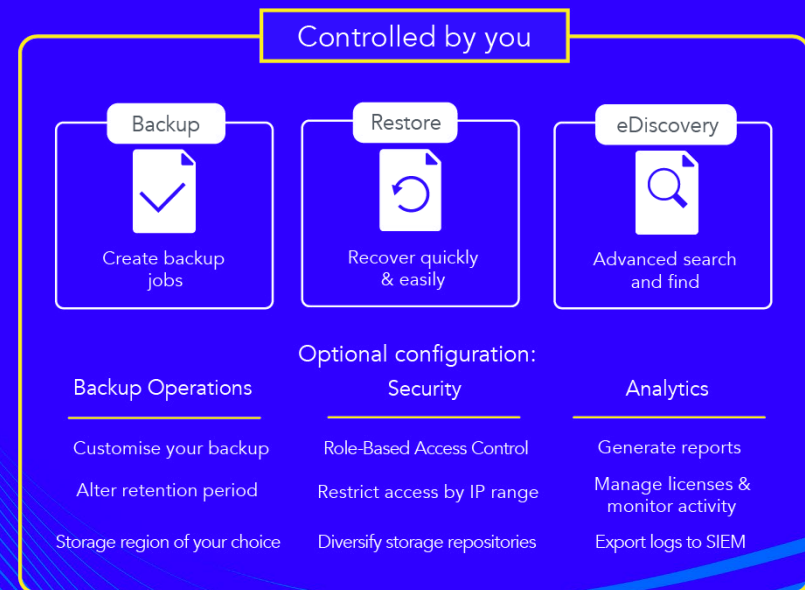
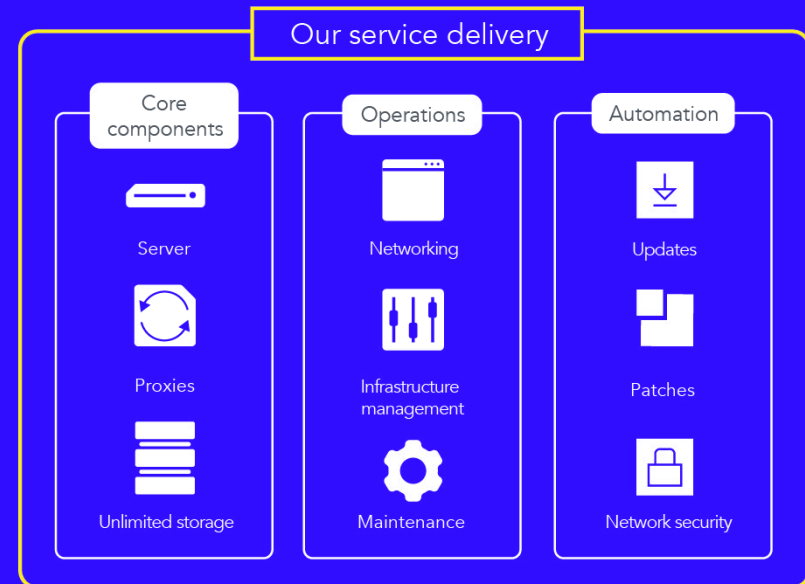
04 All-Inclusive Service

When you manage your own backups, you must manually configure servers, storage, and software while taking on a long list of ongoing management tasks. Though this allows for more customisation, it also increases the risk of misconfiguration. Backup service providers, however, provide everything needed to deploy a Microsoft 365 data protection strategy, removing the need for manual setup.

Simply put, we offer the benefits of scalability and simplicity without the downsides of self-management. These services are all-inclusive, providing convenience and eliminating the complexity of managing backups in-house.

By using a dedicated backup service, you can enhance data resilience, scale without hardware limitations, and ensure data protection with the latest security and compliance features.

The challenges of managing enterprise-grade backups? Gone.



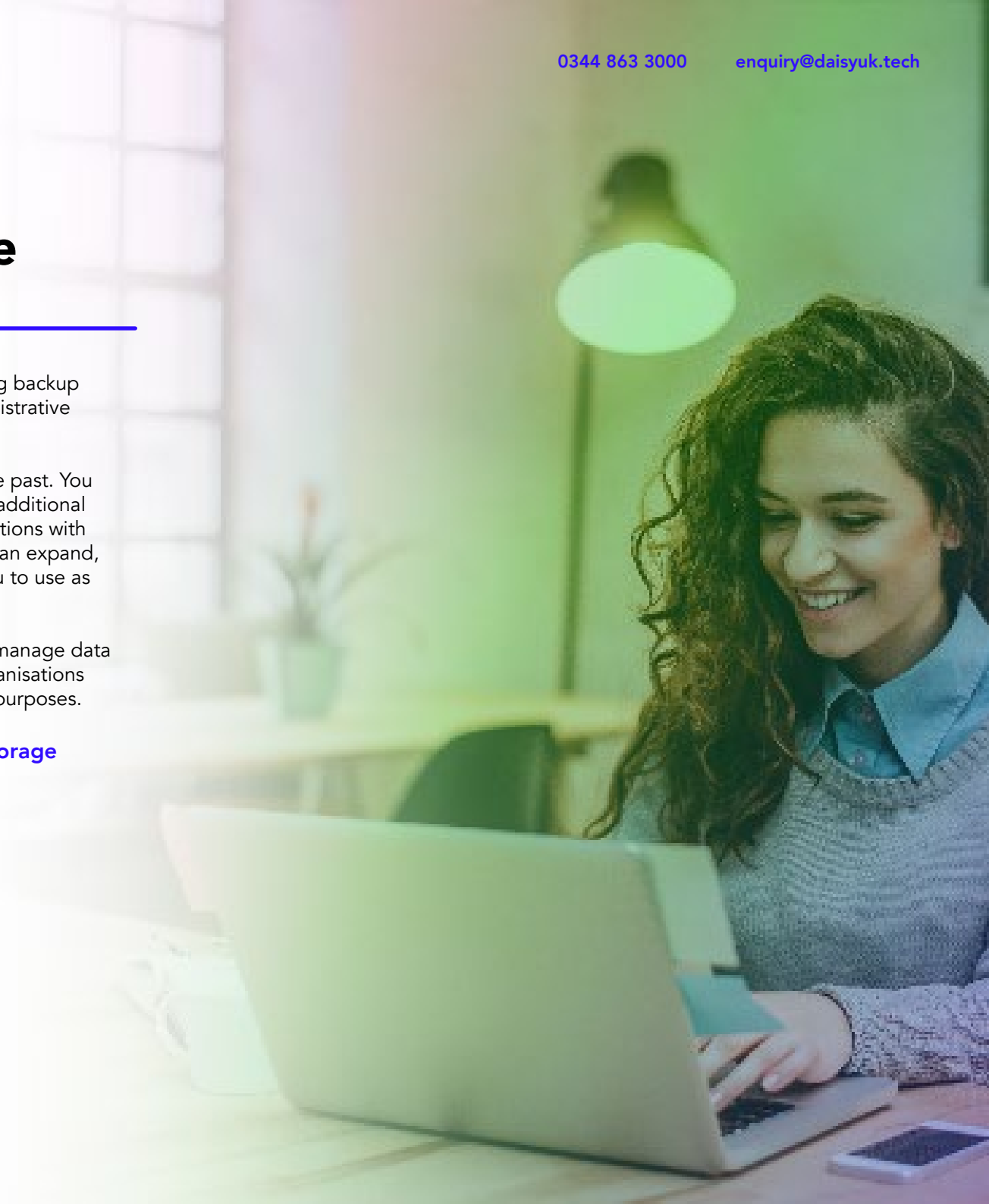
05 Unlimited Storage

Data generation is growing exponentially, and organisations are seeking backup solutions that can keep up without driving up costs or increasing administrative burdens.

With cloud-based backup services, storage limitations are a thing of the past. You can scale without worrying about physical infrastructure or investing in additional hardware. We offer flexible, scalable storage options, ideal for organisations with unpredictable data growth. Unlike traditional solutions, cloud storage can expand, or contract based on business needs, and unlimited storage⁴ allows you to use as much as needed at a fixed cost.

We also offer unlimited retention policies, removing the need to micromanage data lifecycles or risk premature deletions. This is especially valuable for organisations that need long-term data retention for compliance, legal, or analytical purposes.

In short, you can grow your business without growing your storage costs.



06 Maintenance and Security

The escalating complexity of cyber-attacks is contributing to a surge in data breaches. In fact, 53% of organisations have experienced data loss or corruption in SaaS applications like Microsoft 365 over the past year⁴. The benefits we've highlighted so far of working with us or any other backup provider, only apply if the security and maintenance match or surpass self-managed solutions.

As the UK's business continuity industry leader, that's a given with our services. We go to great lengths to ensure your data is secure and your business continuity is maintained. Backups are encrypted both in transit and at rest, making intercepted data unreadable and protected from cyber threats. We can also provide service-level immutability, keeping data in a virtual air-gapped location, isolated from both Microsoft 365 and your infrastructure.

So, how good is it really? The answer - "very".



07 Compliance and Governance

Data breaches and compliance failures can result in severe financial penalties and reputational harm. In 2023, British Airways faced a £10 million fine for GDPR violations⁵, while the 2024 Ticketmaster data breach which impacted more than 560 million customers has resulted in an on-going class action lawsuit⁶. Meeting strict compliance standards isn't optional; it's a legal necessity. Our backup services are built to align with the stringent requirements of various regulatory frameworks, ensuring you stay compliant.

You can trust that your backup solution is compliant by design — all without dedicating internal resources to assured compliance.

Compliance should never be a surprise — and now, it won't be.



08 Maintenance and Security

The best Microsoft 365 backup services aren't generic solutions adapted to handle Microsoft 365 data. Instead, they are purpose-built from the ground up, designed to leverage the unique requirements of Microsoft 365. These services optimise backups from day one, reducing network load during operations and allowing you to prioritise key datasets, ensuring rapid recovery of your most important data.

The scope of these backup services extends across every application within Microsoft 365, offering seamless protection and restoration for mailboxes, calendars in Exchange Online, SharePoint sites, OneDrive for Business files, and Microsoft Teams posts, channels, and more — leaving no critical data unprotected.

This is what true purpose-built Microsoft 365 backup looks like: faster backups, precise recovery, and a smaller backup footprint. It's a comprehensive solution that lets you fully harness Microsoft 365 without compromising data protection.

Every app, every file, fine-tuned for maximum security.

With Microsoft 365 API integration and optimisation delivers:



Improved backup and recovery speeds



Backups that prioritise the datasets you need



Purpose-built data protection

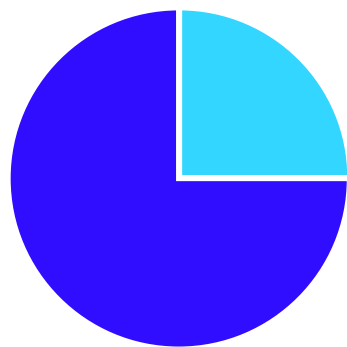
Our Data Protection for Microsoft 365 is powered by Veeam

Microsoft 365 data is complex to back up and manage, requiring significant investment in advanced infrastructure, disaster recovery planning, and in-depth knowledge of the platform. With all this in mind, you must decide whether to handle these challenges yourself or entrust your data to a proven leader in data management

Our Data Protection for Microsoft 365 offers deep resilience for your Microsoft 365 data, with an industry-leading backup solution, now delivered as a service. Simplify your backup strategy with software, backup infrastructure, and unlimited storage in an all-in-one cloud service, enabling powerful data protection and security within a simple, seamless user experience.

With Our Data Protection for Microsoft 365, you get:

- **Trusted, industry-leading technology:**
The most comprehensive solution with over a decade of continuous innovation built to scale
- **A modern, secure, and intuitive service:**
Easily create backup jobs, restore data, and gain insights into Microsoft 365 through an intuitive web interface
- **Everything included:**
Software, backup infrastructure, and unlimited storage bundled together, with ongoing maintenance handled by the experts.



Chances of Fully Recovering Microsoft 365 Data After a Breach

■ < 25% Able to fully recover ■ > 75% Unable to fully recover



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Sources

- ¹ IT Threat Evolution in Q3 2023
- ² Veeam Data Protection Trends Report for 2024
- ³ Global IT Research
- ⁴ Microsoft 365 Backup only
- ⁵ Veeam Data Protection Trends Report for 2024
- ⁵ GDPR Register
- ⁶ The Hollywood Reporter

Next Steps

If you want to find out how Daisy can help you to improve your cyber security, contact us on:

 **0344 863 3000**

Or if you're an existing customer, get in touch with your account manager directly.