

WHY
SaaS PLATFORMS NEED
CLOUD BACKUP SOLUTIONS



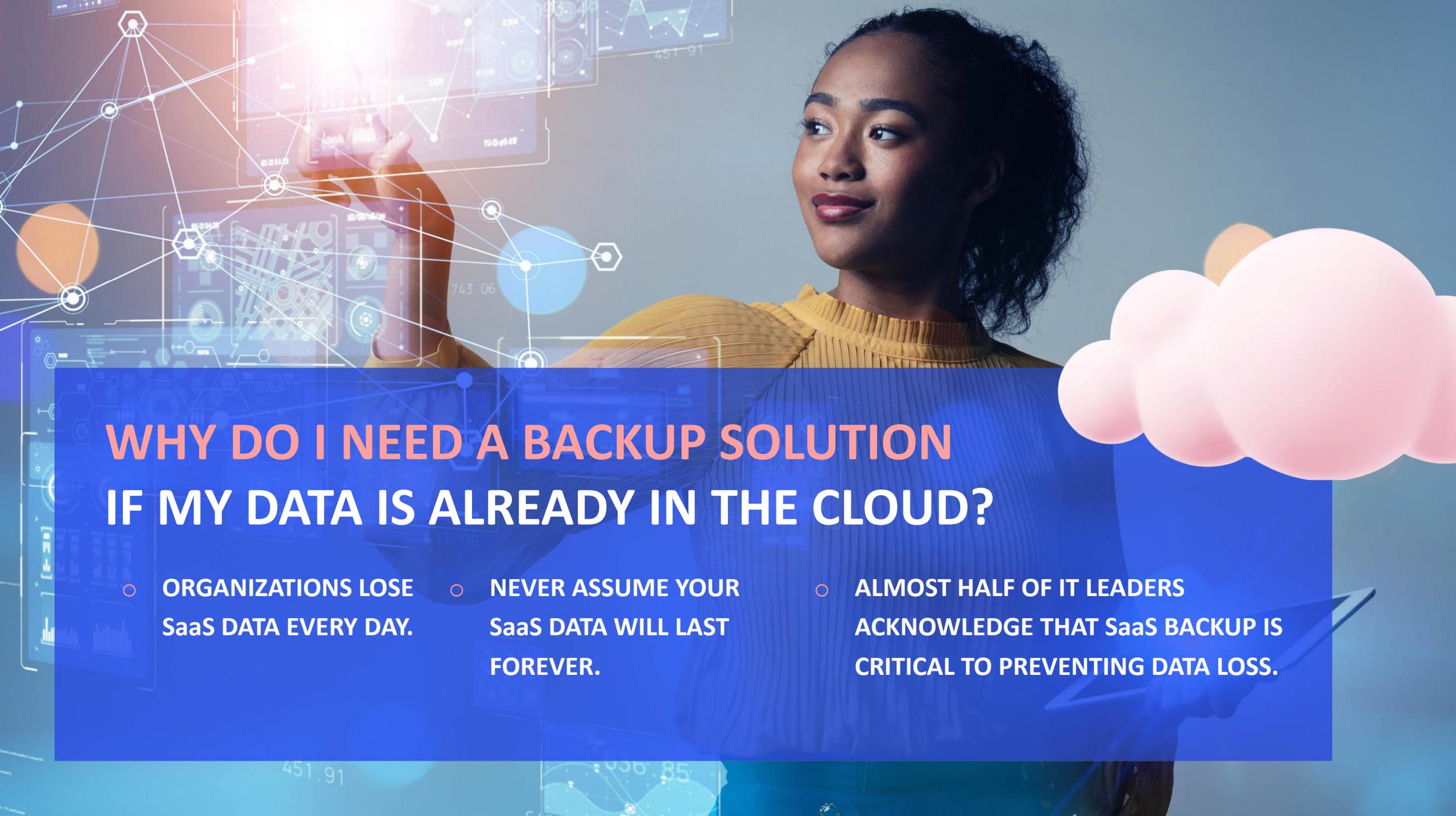
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WHAT IS CLOUD BACKUP AND HOW DOES IT WORK?

- Cloud backup is a process of backing up data to a remote server, making it easier to access your data from anywhere.
- You choose what data to back up and how often, and the service saves a copy on their servers.





WHY DO I NEED A BACKUP SOLUTION IF MY DATA IS ALREADY IN THE CLOUD?

- ORGANIZATIONS LOSE SaaS DATA EVERY DAY.
- NEVER ASSUME YOUR SaaS DATA WILL LAST FOREVER.
- ALMOST HALF OF IT LEADERS ACKNOWLEDGE THAT SaaS BACKUP IS CRITICAL TO PREVENTING DATA LOSS.

COMMON CAUSES OF DATA LOSS

- ILLEGITIMATE DELETION
- MALICIOUS INSIDERS
- HACKERS AND EXTERNAL ACTORS
- MALWARE, RANSOMWARE AND VIRUSES
- HUMAN ERROR AND MISTAKES
- PROGRAMMATIC (SYNC) ERRORS



3 COMMON CLOUD BACKUP MYTHS

1

**ROBUST BACKUP IS INCLUDED
IN MY CLOUD PLATFORM.**

2

**BACKUP PROTECTS ME
AGAINST
RANSOMWARE.**

3

**ANY BACKUP SOLUTION
WILL DO. ALL BACKUP IS
THE SAME.**

The background features a vibrant sunset sky with shades of orange, pink, and purple. Several white, fluffy clouds are scattered across the scene. In the lower right, a cloud is uniquely composed of many small, blue, spherical particles, resembling a data cloud or a molecular structure.

***You may be wondering,
"Who is responsible for
recovering lost data?"***

**SaaS VENDORS ONLY COVER
THEIR RESPONSIBILITIES**

THEY WON'T COVER YOURS



VENDOR'S RESPONSIBILITY

- Hardware failure
- Software failure
- Natural disaster
- Power outage
- Deletion requests

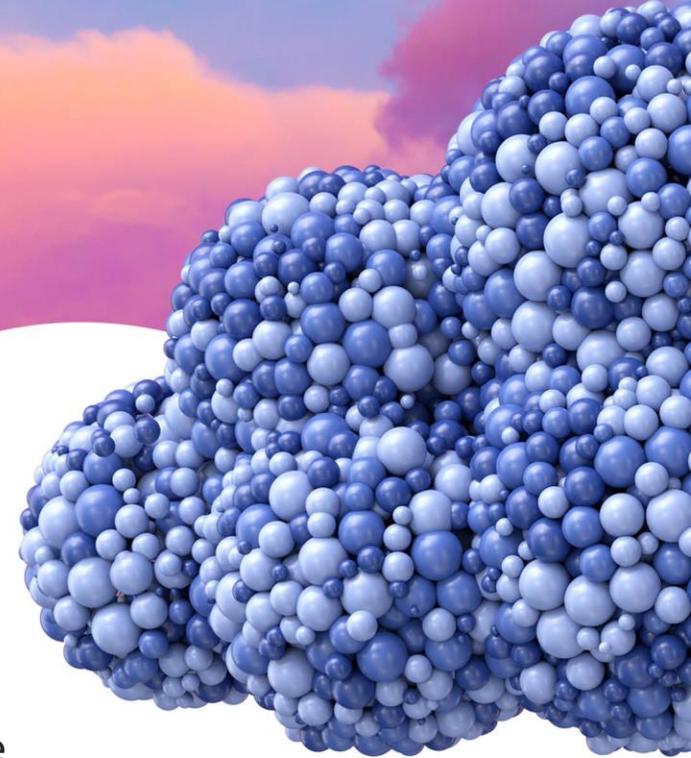
YOUR RESPONSIBILITY

- Human mistakes
- Programmatic errors
- Malicious insider activity
- External hackers
- Ransomware and viruses



WHAT ARE YOUR FAVORITE CLOUD-BASED DATA APPS SAYING?

- With Microsoft 365, it's your data. You own it. You control it. – MS
- We recommend that you use a partner backup solution that can be found on the AppExchange. – Salesforce
- To put it simply, the data that companies, schools and government agencies put into our systems are theirs. – Google



PRACTICAL STEPS FOR SaaS VENDOR BACKUP

- Set your expectations
- Fine-tune your backup
- Test your backup regularly
- Stay up to date on the security landscape



THANK YOU

**Book a complementary
consultation at
<https://rts.sh/tc>**

