

Why every business needs cloud backup for Microsoft 365



Microsoft 365 increasingly powers business productivity.

70%

Fortune 500 companies use Microsoft 365.

10x

Increase in Microsoft Teams usage.

250M

Active daily Microsoft Teams users.

345M

Paid seats of Microsoft 365.

60%

Document collaboration market controlled by SharePoint.



Microsoft does not back up data by default.

Data loss is common.

“Microsoft **is not liable for any disruption or loss** you may suffer as a result ... We recommend that you regularly **back up your content and data** that you store on the services or store using third-party apps and services.”

Microsoft Services Agreement (Section 6b)

“You own your data and identities. You are responsible for protecting the **security of your data** and identities.”

Microsoft Shared Responsibility Model

“A company is **legally obligated** to ensure data security that includes the ability to **restore the availability and access to personal data** in a timely manner in the event of a physical or technical incident.”

Microsoft Services Agreement (Section 6b)



Ransomware

43% of cyberattacks are aimed at small businesses.



Human Error

50% of all sensitive data losses involve human error.



Insider Attacks

94% of organizations have experienced an insider data breach in the last 12 months.



Data loss can do irreparable damage to financials, productivity, and reputation.



One hour of downtime costs a business with fewer than 500 employees **\$8,600** per hour on average.



60% of small businesses that have lost data have shut down within six months.



46% of organizations suffered reputational damage as a result of a data breach.

SkyKick Cloud Backup is the "Undo Button" for lost Microsoft 365 data.

SkyKick Cloud Backup is the fast, simple way to restore lost, stolen, corrupt, and deleted data across Microsoft 365.



Live in Minutes

SkyKick Cloud Backup requires little configuration, runs in the background, and needs no on-going IT administration.



Unlimited Backup

Your data is only going to grow. With SkyKick Cloud Backup, you get unlimited storage and retention at no extra cost.



Rapid Recovery

Advanced search and one-click restore gets data back quickly so your team can stay productive.