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Benefits of
a Backup Service
for Microsoft 365

The 8 Benefits

Introduction

The Microsoft 365 backup market is poised to double in the coming years — a good thing, given that in one survey, Microsoft Office documents ranked first by number of attempts by cybercriminals to exploit vulnerabilities (80%).[1] As data owners become increasingly aware of the critical need for dedicated backup solutions for Microsoft 365, the demand for more efficient and cost-effective data protection continues to grow.
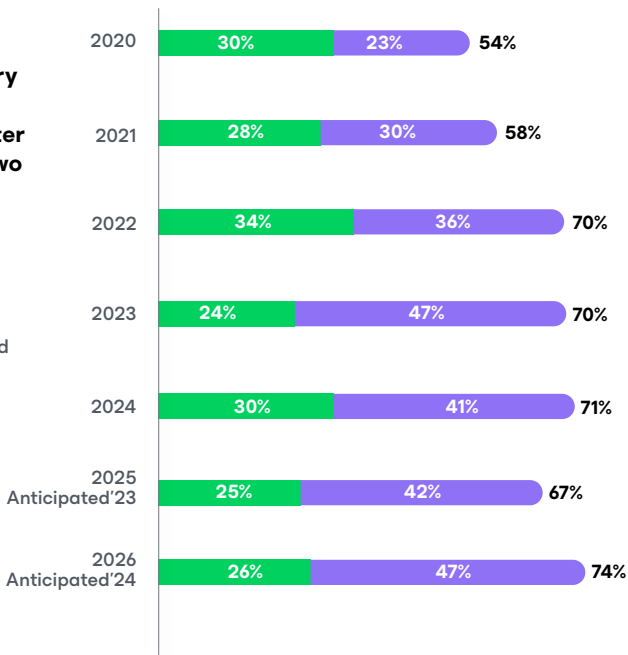
Deciding exactly how your data is protected becomes one of the most important decisions you can make for your organization, especially when relying upon Microsoft 365 for daily operations. By now, you have heard of Microsoft's Shared Responsibility Model — that although Microsoft 365 offers an array of robust applications and services, a backup solution is not natively built into those services. As such, it can be difficult to find the time, money, and talent to ensure your Microsoft 365 data is safe and your business is kept running.

Many organizations currently utilize software-only backup solutions. Once the software is purchased, everything is entirely self-managed by the end user, from setting up the infrastructure on which the software will run to connecting the storage of their choice. This enables organizations to maintain full control and tailor every element of their backup to ensure that's it's optimized to their liking. However, the ongoing management required (and the on-hand expertise demanded) has made software-only solutions less attractive to some companies. Just as you don't need to own a mechanic's shop to keep your car running, you don't need to build an entire backup infrastructure to protect your data.

This realization has driven a notable shift in the growing preference for as-a-Service models. In fact, in our own Veeam Data Protection Trends Report for 2024, 88% of enterprises were either very likely or almost certain to use a Backup as-a-Service (BaaS) or Disaster Recovery as-a-Service (DRaaS) for at least some of their production servers. Within the same survey and shown in the following diagram, we asked "which of the following is your organization's primary method of business continuity and disaster recovery today and in two years' time." The results spoke for themselves.

Which of the following is your organization's primary method of business continuity and disaster recovery today? In two years time?

Year	Multiple self-managed data centers	Cloud-infrastructure or DRaaS provider	Total
2020	30%	23%	54%
2021	28%	30%	58%
2022	34%	36%	70%
2023	24%	47%	70%
2024	30%	41%	71%
2025 Anticipated'23	25%	42%	67%
2026 Anticipated'24	26%	47%	74%

● Multiple self-managed data centers
● Cloud-infrastructure or DRaaS provider

When partnering with a backup vendor, organizations leverage a strong, convenient, and cost-effective alternative to self-managed or software-only backups. Companies are allowed to focus on business objectives while also paving their way to a data-safe future. With this in mind, let's discuss what makes cloud-based backup services so appetizing for companies using Microsoft 365 — and why it may be just the thing to keep your business running.

[1] IT Threat Evolution in Q3 2023

🛡️ 1. Simple Data Protection

An effective IT team is responsible for a large and complex array of tasks within traditional backup environments. These include items such as effective management, regular maintenance, and robust security measures (including timely fixes and patches), all of which are key to a successful backup strategy.

Not only are these responsibilities essential, but they are perpetual. You can't simply "set it and forget it." You need to continually optimize, check, patch, and update the environment — which perhaps provides insight into the fact that less than 25% of organizations manage to wholly recover their Microsoft 365 data during a data loss incident. This begs the question: Why commit so much to maintenance projects when you can have someone else do them for you? That's the beauty of a backup service.

The following diagram shows a simple overview of the main jobs and/or components needed for an effective backup strategy. Based on your backup strategy, you can decide which of these you want to manage in-house, and which you can have done for you.
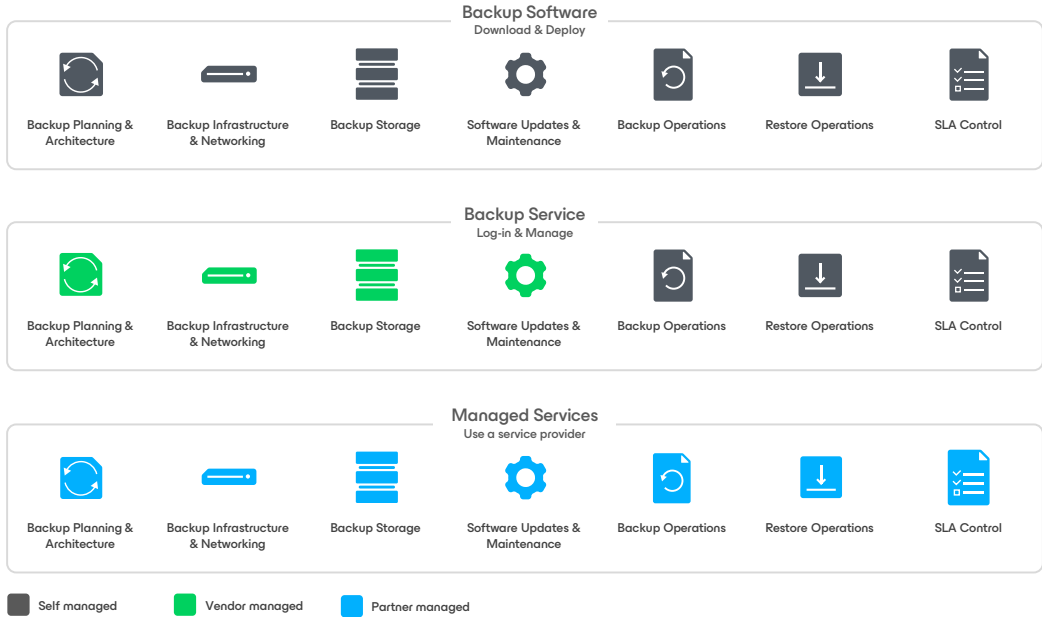
Backup services are created with a key tenet in mind: simplicity. Through a backup service, complexities are managed by experts at a distance. You no longer need to worry about maintenance, scalability, security, or expertise — everything an IT team needs to implement in a backup solution can be accessed via web browser, through an intuitive user interface that is designed to work with your environment. IT teams will have access to backup customization, retention policies, and monitoring and analytics, all of which is designed to be maintained and customized with minimal training.

Simple, right? It's designed to be.

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2. Quick & Easy Setup

One of the worst headaches when deploying backup software is merely getting it off the ground. From setting up and maintaining the infrastructure, to selecting and connecting the storage, coordinating with experts, and then hoping everything is setup correctly when you go to run your first backup, there are simply too many critical functions to get right every time. Enterprises require high-capacity storage systems, backup servers, and networking equipment, all of which harbor a learning curve and must be reconfigured and scaled as an organization grows — not to mention the backup and security software that must correctly configured and licensed for this to work in the first place.

Backup service vendors deliver an instant setup experience. All you need to do is log in and link the backup service to your Microsoft 365 environment. Within minutes, you're already creating your first backup job. There is no need to worry about connecting all the components to make the solution function correctly, reducing the chance setup errors and ensuring a quick and seamless backup deployment.

Set it, forget it, and move on.
It's that easy.

3. Time & Money Saved

Budgetary constraints, shrinking resources, and tight deadlines are easily the most daunting challenges for IT departments today. Being able to "do more with less" is a mandate that most organizations are expected — even forced — to adopt. The unfortunate truth is that IT teams, more than any other, are expected to live by this mantra, and usually take the brunt of its collateral damage.

This begs the question, "How can I relieve the pressure put on my IT team without sacrificing time, money, or resources?" With a simple, cloud-based backup service, organizations can shift focus away from acquiring specialized experts to manage their complex backup infrastructure. With the simplicity of a SaaS solution, any team member within an IT department will be proficient in the skills needed to create backups or complete data restores if needed.

As such, the traditional method for maintaining an array of on-premises servers and storage systems — and the cost associated with it — is minimized. Backup vendors take on the heavy-duty technical responsibility for hardware and its upkeep, so that your IT team can focus on other essential business operations.

But let's go even further. With a backup service, you only pay for what you use. Organizations who adopt a backup service will not waste money on unused or underinvested resources. Suddenly, the unpredictable, fluctuating expense of an in-house setup becomes a foreseeable, subscription-based model that you can depend on.

The question isn't how much time and money you will save.
It's, "What will I do with it all?"

With a backup service you:

Do more with less

**Backup vendors take on the heavy lifting**

Pay for what you use

4. All-Inclusive Service

When organizations self-manage their backups, they must manually piece together their servers, storage, and software, including signing up for an extensive list of ongoing management tasks to keep all backup systems running effectively. While they may be able to customize more components, they are also at risk of misconfiguration and other oversights. Backup service vendors are able to deliver all the components needed to deploy and run a data protection strategy for Microsoft 365, meaning that every operational component is already secured, deployed, and available to organizations so they don't have to do any heavy lifting or manual configuration.

Put simply, Microsoft 365 backup vendors offer the benefits of both scale and focus — with none of the drawbacks of either. Through an all-inclusive service, backup vendors offer a level of simplicity and convenience that cannot be achieved with self-managed backups. The following diagram contrasts the comprehensive nature of what a backup vendor supplies in their service with the elements managed by the user.
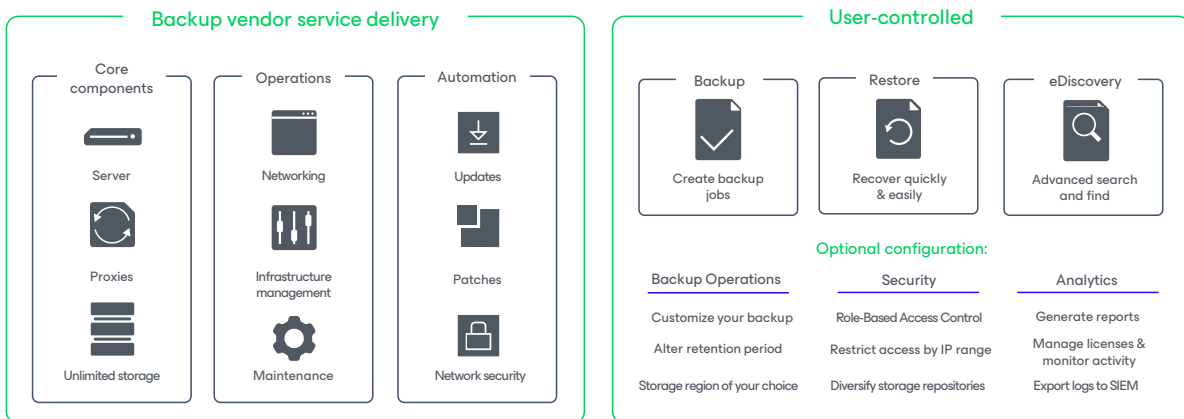
These services often come with predictable cost structures, turning what could be a capricious capital expense into a stable, scalable operating expenditure. Ultimately, leveraging a dedicated backup service for Microsoft 365 allows organizations to boost their data resilience with greater efficacy, scale as needed without the hardware constraints, and rest assured that their data is safeguarded by the latest in security and compliance features. The complex puzzle of enterprise-grade backup becomes a straightforward, cohesive strategy.

That list of gaps and oversights? Gone.

5. Unlimited Storage

Data generation has been growing exponentially and will continue to do so. Organizations are seeking backup solutions that can keep pace with their growing data needs, preferably without incurring prohibitive costs or overwhelming administrative burdens.

There are no storage pains with a cloud-based backup service. Organizations can expand without worrying about the physical limitations of their backup infrastructure or the need to invest in additional storage hardware. Backup vendors offer unlimited or highly scalable storage options which grant the much-needed flexibility to businesses who experience unpredictable data growth or fluctuations. Cloud storage, unlike traditional solutions, can be scaled up or down per the demands of the business. With unlimited storage, organizations can consume as much as they need at a fixed cost.

In most cases, Microsoft 365 backup vendors offer unlimited retention policies, wherein there is no predefined limit on the length of time data can be stored. Companies are freed from the cumbersome task of micromanaging data lifecycles and the risk of premature deletion. Those who need or desire to retain data for extended periods, whether for compliance, legal, or analytical purposes, can do so worry-free and on their own terms.

That way you can grow your organization, not your storage costs.

6. Maintenance & Security

So far, we've discussed a number of promising benefits offered by backup vendors. But with 53% of organizations having experienced data loss or corruption in SaaS applications in the past 12 months,[3] these benefits are only worth it if the maintenance and security is as good or better than self-managed solutions.

Backup service vendors take massive strides to ensure that your data is secure and that you have the highest degree of business continuity possible. Backups are encrypted in transit and at rest, so that any intercepted or compromised data remains unreadable and secure from cyberthreats. Backup data will also typically have service-level immutability where the data is in a virtual air-gapped location, hosted by the backup vendor, isolated, and decoupled from the Microsoft 365 and customer infrastructure.

With a backup service, data is not only scalable, but highly available. By leveraging storage solutions, backup vendors often maintain multiple backup copies in separate disks across multiple geographically dispersed data centers, baking durability and redundancy into the data's lifecycle.

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

7. Compliance & Governance

Data breaches and compliance failures can lead to significant financial penalties and reputational damage. Adhering to strict compliance standards and certifications is not optional — it is a necessity often enforced by law. Backup services are specifically designed to meet the high bar set by regulatory frameworks across various industries and regions, and to ensure that you never fall short of these standards.

Backup vendors subject their services to rigorous audits to frequently verify compliance with mandatory regulations and standards like the CCPA, GDPR, HIPAA, SOX, and any other federal, regional, or industry-specific mandates. These audits are critical in maintaining transparency, trust, and the demonstration of a vendor's commitment to upholding the highest security and compliance standards. Businesses can trust that their backup solution is compliant by design — all without dedicating internal resources to assured compliance.

Compliance should never be a surprise. Now, it never will be.

8. Tailored for Microsoft 365

The best Microsoft 365 backup services are not general solutions retrofitted to work with Microsoft 365 data. Rather, the best services are engineered from the ground up to specifically leverage the unique characteristics and requirements of Microsoft 365 data. From day one, backups are optimized to minimize the load on network resources during backup operations, allowing you to prioritize backups of the datasets you need and ensuring that your most important data is recovered as quickly as possible.

The scope of these backup services extends across every application within Microsoft 365, becoming a unified backup solution that easily handles the safeguarding and restoration of specific items. This includes mailboxes or calendars in Exchange Online, SharePoint Online sites, OneDrive for Business files and folders, and Microsoft Teams posts, tabs, channels, and more — zero critical data is left unprotected.

This is what purpose-built backup Microsoft 365 looks like: improved backup speeds, precise data recovery, and an overall reduction in the backup's footprint. Only through a holistic and handcrafted backup solution can organizations leverage the full potential of Microsoft 365 without compromising on data protection.

That's what you get. Every app, every file, fine-tuned for protection.

Microsoft 365 API integration and optimization looks like:

Improved backup and recovery speeds

Prioritize backups of the datasets you need

Purpose-built data protection

³SaaS Data Protection: A work in Progress, ESG, November 2022

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Veeam Data Cloud *for Microsoft 365*

Microsoft 365 data is difficult to back up and even more difficult to manage. It demands strategic investment in sophisticated backup infrastructure, disaster recovery planning, and a deep understanding of the Microsoft 365 platform. After all we've learned, you need to decide whether you want to continue managing these challenges on your own, or if you're ready to trust your data with a proven leader in data management.

Veeam Data Cloud *for Microsoft 365* enables radical resilience for Microsoft 365 data, with a modern twist. The industry's leading Microsoft 365 backup solution — Veeam Backup *for Microsoft 365* — is now delivered as a service.

Simplify your backup strategy with software, backup infrastructure, and unlimited storage in an all-in-one cloud service that allows you to leveragepowerful data protection and security technology within a simple, seamless user experience.

Veeam Data Cloud *for Microsoft 365* is a backup service providing comprehensive data protection and data recovery forMicrosoft Exchange,SharePoint, OneDrive for Business and Teams, giving you complete control of your Microsoft 365 environment.

Learn more at veeam.com

With Veeam Data Cloud *for Microsoft* 365, you get:

- **Trusted, industry-leading technology** — The most comprehensive data protection solution with over a decade of continuous innovation built to scale.

- **Modern, secure, and intuitive** — Easily create backup jobs, complete restores, and gain Microsoft 365 insights from within a modern web UI.

- **Everything is included** — Software, backup infrastructure, and unlimited storage bundled together with ongoing maintenance covered by the experts.

→ **Take an interactive walkthrough of** [Veeam Data Cloud *for Microsoft 365*](#)

About Veeam Software

Veeam®, the #1 global market leader in data protection and ransomware recovery, is on a mission to empower every organization to not just bounce back from a data outage or loss but bounce forward. With Veeam, organizations achieve radical resilience through data security, data recovery, and data freedom for their hybrid cloud. The Veeam Data Platform delivers a single solution for cloud, virtual, physical, SaaS, and Kubernetes environments that gives IT and security leaders peace of mind that their apps and data are protected and always available. Headquartered in Seattle, Washington, with offices in more than 30 countries, Veeam protects over 450,000 customers worldwide, including 73% of the Global 2000, who trust Veeam to keep their businesses running. Radical resilience starts with Veeam.