

WHAT HAPPENS WHEN YOU DON'T BACK UP MICROSOFT 365

You're responsible for your data – not Microsoft.

ACCIDENTAL DELETION

- Most Microsoft 365 deletions are human error.
- Once the retention period ends, it's gone for good.
- Datto 365 saves a separate copy — even after Microsoft deletes it.



RANSOMWARE & CYBERATTACKS

- 90% of Irish businesses have suffered attacks.
- 37% involved cyber extortion.
- 1 in 3 paid the ransom.
- Datto 365 gives you a clean rollback — no ransom required.

LEGAL & COMPLIANCE RISKS

- GDPR, ISO, HIPAA all require long-term retention.
- Microsoft's defaults often fall short.
- Datto 365 helps you meet compliance and avoid fines.



INTERNAL THREATS

- Malicious staff can purge files permanently.
- Microsoft can't recover purged data after the limit.
- Datto 365 keeps backups, even if files are deleted on purpose.

SAAS PLATFORM LIMITATIONS

- Microsoft 365 wasn't built for backup.
- It's built for collaboration, not full recovery.
- Datto 365 fills the gap — it's real backup for M365.



WHAT DATTO 365 SAAS BACKUP COVERS:

- Emails (Exchange Online)
- OneDrive files
- SharePoint
- Teams data
- Calendars, contacts & tasks

THE COST OF DOING NOTHING:

- €1,200+ per minute in downtime costs.
- 60% of small firms never recover from major loss.
- Datto 365 stops business data loss from becoming business loss.

