

Email #2

Subject Line: 3 Real Threats to Your Microsoft 365 Data

Email Body:

Hi Joe,

Can you imagine the chaos if you lost access to your Microsoft 365 emails, attachments, calendars, contacts, or tasks? Or if crucial files from SharePoint, OneDrive, or Teams suddenly disappeared?

These threats are real:

1. **Cybercriminals:** Ransomware attacks are soaring, pushing the average cost of a data breach to [\\$4.88 million](#)—a 10% jump from last year.
2. **Rogue Employees:** Unhappy or departing employees might sabotage or delete critical data.
3. **Human Error and Accidental Deletion:** Human errors cause [88%](#) of data breaches, and Microsoft 365 only retains deleted emails for 30 days, increasing the risk of permanent loss.

We don't want this to happen to your business.

The solution? Offsite cloud backup. It automatically secures your Microsoft 365 data in a separate location and makes recovery effortless—it's like insurance for your business information. We recommend Dropsuite Data Protection.

Call me at [\[MSP PHONE NUMBER\]](#), and let's talk about how easy and affordable it is.

Cheers,

Eric Smith

Sales Associate

[\[MSP COMPANY NAME\]](#)