

Email #3

Subject Line: Microsoft 365 Won't Protect Your Data—But You Can

Email Body:

Hi Joe,

Many businesses assume Microsoft automatically backs up their Microsoft 365 data. Unfortunately, that's not the case.

Microsoft clearly states in their Service Agreement (Clause 6b):

“Microsoft is not liable for any disruption or loss you may suffer. In an outage, you may not retrieve your stored content or data. We recommend regularly backing up your content and data using third-party services.”

Simply put: your data is your responsibility. Microsoft is responsible for the infrastructure only; you own the data and are responsible for it.

So what's the best way to protect your data? We recommend Dropsuite Data Protection. It provides automatic, secure offsite cloud backups, ensuring your data is always recoverable—even when Microsoft can't help.

Call me at [MSP PHONE NUMBER] so we can close your data protection gaps.

Cheers,

Eric Smith

Sales Associate

[MSP COMPANY NAME]