

[MSP LOGO]

[MSP NAME] Customer Education Toolkit

- 1. Why Data Protection Matters**
- 2. How Backup Keeps You Operational**
- 3. Protecting Access with Entra Identity Backup**
- 4. Archiving for Compliance, Legal Protection and Peace of Mind**
- 5. Why Every Modern Business Needs This**
- 6. When Things Go Wrong – Real World Consequences**
- 7. What MSPs can do to protect their clients**

Section 1: Why Data Protection Matters

As your trusted Managed Service Provider (MSP), we know your business moves fast. You're focused on growth, operations, and serving your customers. But there's one risk that can quietly derail everything—data loss.

Cyberattacks, accidental deletions, and even system outages happen more often than you think. And when they do, the impact can be devastating—downtime, legal exposure, lost files, and reputational damage.

That's where we come in.

We've partnered with Dropsuite, a leading provider of cloud-based data protection, to give your business the peace of mind it deserves. With automated backups, secure archiving, and rapid recovery, we make sure your Microsoft 365 and/or Google Workspace data is always safe, always available, and always compliant.

This isn't about selling another IT tool. It's about protecting the data your business depends on—so you can move faster, respond confidently, and never worry about “what if.”

In the next sections, we'll walk you through:

- What backup, archiving, and identity protection actually mean for your business
- Why they're essential—not just for big enterprises, but for every modern company
- What can happen without the right protection in place
- What steps we recommend to safeguard your data

Let's start by making data protection one less thing you have to worry about.

– **[MSP Company Name]** Team

Section 2: How Backup Keeps You Operational

Backup is the safety net for your business data. It's an automated process that creates secure copies of your files, emails, calendars, contacts, and more—so if something goes wrong, you can get it all back quickly.

You might assume that Microsoft 365 or Google Workspace is already doing this for you. But here's the truth: they don't offer full backups. Microsoft, in fact, clearly states that data backup is your responsibility.

That's why we recommend Dropsuite. It continuously backs up your Microsoft 365 and Google Workspace data—email, SharePoint, Teams, OneDrive, and more—up to 12 times a day. That means:

- You can restore files from any point in time
- You're covered against accidental deletions and malicious attacks
- You meet compliance and audit requirements

Whether it's one file or an entire inbox, you can recover it in just a few clicks—without interrupting your workflow.

With backup in place, your team can work confidently knowing that every document, calendar, and conversation is protected.

Section 3: Protecting Access with Entra Identity Backup

Entra is Microsoft's identity platform—the system that manages who can access what across your Microsoft 365 environment. It controls your users, their roles, their permissions, and their security settings.

Here's the problem: if one of those settings is deleted, changed by mistake, or tampered with during a cyberattack, it can disrupt your entire business. Teams might lose access to files, emails may stop flowing, and your security posture could be compromised.

Think of Entra like the keys to your office—if someone copies them, changes the locks, or walks off with them, no one can get in.

Example real-world scenario: A company forgot to remove admin access for a former employee. Months later, that account was compromised. Within minutes, access settings were changed, and users were locked out of key systems. The business lost a week of productivity and spent even longer restoring what was lost—because there was no identity backup in place.

That's why identity backup is just as important as data backup.

With Dropsuite's Entra Backup, we can:

- Automatically back up critical identity data like user profiles, roles, admin settings, and permissions
- Instantly restore them with full accuracy if something goes wrong
- Compare backup snapshots to live settings and identify changes

Think of Entra like the backbone of your Microsoft 365 environment—and Dropsuite as the brace that keeps it secure and aligned.

Whether it's a misconfiguration or a malicious attack, you'll be able to recover quickly and keep your team operating without interruption.

Section 4: Archiving for Compliance, Legal Protection, and Peace of Mind

Archiving is different from backup—it's not just about restoring what's lost. It's about preserving a tamper-proof, long-term record of your data for compliance, audits, legal inquiries, and internal investigations.

While Dropsuite Backup helps you recover data that's been deleted or attacked, Dropsuite Archiving ensures every version of your email and document history is captured and kept safe for the long haul.

Here's how Archiving stands out:

- **Purpose:** Goes beyond recovery—it ensures regulatory compliance and legal readiness
- **Retention:** Offers customizable, often indefinite storage—perfect for industries with long-term or permanent retention requirements
- **Data Capture:** Captures content in *real-time* through journaling—even if messages are deleted or edited
- **Tamperproof:** Records are locked down and immutable—ensuring integrity in legal situations
- **Search & Discovery:** Includes advanced eDiscovery, tagging, and legal hold tools so you can find exactly what you need fast

Real talk: If backup is your parachute, archiving is your black box.

Whether you're facing an audit, handling a legal case, or simply want to ensure nothing ever slips through the cracks, Dropsuite Archiving gives you full transparency and control—without the heavy lifting.

We recommend Archiving for any business that needs to stay compliant, wants airtight records, or values being prepared for the unexpected.

Section 5: Why Every Modern Business Needs This

Every business today depends on digital data—emails, documents, calendars, access settings, and more. But too many companies treat data protection as a “nice to have” instead of a necessity—until something goes wrong.

Without protection:

- An accidental deletion can mean permanent loss
- A cyberattack can shut down operations for days
- A legal request could require records you no longer have
- A misconfigured setting could block employees from accessing critical tools

These aren't hypothetical scenarios—they happen every day.

Backup, Entra identity protection, and archiving aren't just IT solutions. They're business continuity essentials. They help you:

- Minimize downtime
- Stay compliant with industry regulations
- Defend against ransomware and insider threats
- Quickly respond to legal, HR, and audit needs

Your business moves fast. But a data loss incident can bring it to a grinding halt.

With Dropsuite, you're not just reacting to problems—you're preventing them.

Section 6: When Things Go Wrong – Real-World Consequences

Let's take a closer look at what happens when data protection isn't taken seriously.

- **A professional services firm failed to meet a discovery deadline after they couldn't locate critical email threads.** Without proper archiving, they couldn't prove their case. The result? Legal fees and a lost client relationship.
- **An employee accidentally deletes a shared folder in OneDrive.** Because there was no backup in place, the team lost project files, timelines, and financial documents—resulting in costly delays.
- **A compromised admin account changes access settings company-wide.** Without identity backup, it took days to piece everything back together. In the meantime, critical systems were down and customer operations were disrupted.
- **A compliance audit revealed gaps in historical records.** The company thought they had saved everything—but without journaling and retention controls, they missed key communication trails. This led to a fine and mandatory oversight.

These are the kinds of disruptions that no growing business wants to face—but they're preventable.

We're providing you with the tools and services to stay ahead of these issues. This isn't about fear—it's about being prepared.

You don't have to do it alone. We're here to help put the right safeguards in place to keep your business moving forward, no matter what happens.

Section 7: How [MSP NAME] Helps You Stay Protected

You don't need to become a data security expert—we've already done the heavy lifting. Our job is to make sure your business is protected with the right tools, configured the right way.

Here's what we do for you:

- **Backup your Microsoft 365 or Google Workspace environment** – Email, OneDrive, Teams, SharePoint, Calendars, and more. All backed up multiple times daily.
- **Protect your user access and permissions with identity backup** – So no misstep or malicious change can lock your team out.
- **Archive your communications and documents for compliance** – With real-time journaling and legal hold features to protect your business in case of audits or disputes.
- **Help you align with your industry's retention and security requirements** – Whether you're dealing with client confidentiality, HR investigations, or regulatory oversight.

We've chosen Dropsuite because it allows us to provide enterprise-grade protection, without the complexity or high cost.

Think of this as insurance for your data—but smarter. Because we're not just covering risk—we're preventing it.

Let us handle the technical side so you can focus on what you do best: growing your business.

Next Step: Let's have a 15-minute conversation to walk through your current setup and make sure your data is fully protected. We'll identify any gaps and outline a plan that fits your business needs. No jargon. No pressure. Just clarity and peace of mind.

[\[Book a Call\]](#) or [\[Email\]](#) to get started.