

The 10 Backup and Archiving Data Myths



Businesses want to protect their sensitive data, but some treat backup and archiving as an afterthought. Why? One key reason is that the internet is awash in misinformation.

These myths need to be busted so that businesses can fully protect themselves. Here are the big 10 misconceptions about backup and archiving—debunked.



#1 Google Workspace / Microsoft 365 already backup and archive

False. Microsoft 365 only saves deleted emails and files in the recycle bin for up to 90 days. Google Workspace deletes end-users' Drive files and emails in the Trash and Spam folders after 30 days. Both solutions/providers do not assure full recovery of your data in case of user error, data corruption, or ransomware threats. Microsoft recommends keeping third-party backups of your data (Microsoft Services Agreement Section 6b).

Dropsuite's Solution:
Dropsuite's Microsoft 365 and Google Workspace solutions protect your data in the cloud with no automatic deletion dates and restore any file on demand.

Backup and archiving are too expensive #2

Dropsuite's Solution:
Dropsuite's solutions are affordable, simple, have no hidden fees and offer additional value as a one-vendor solution for backup and archiving - for the price of a cup of coffee per month!

False. The right solutions can offer non-disruptive data protection for a few dollars per seat per month. Data breaches cost companies \$4.61M on average (a 10% YoY growth), hugely outweighing the expenses needed to ensure data security.

#3 Cloud backup is unsafe

False. This belief is fostered by some solutions' lack of visibility. Unlike storing data in a local server on-site, disruptions at the local level do not cause issues with your cloud-based data. Find a backup and archiving solution that provides military-grade encryption and servers specifically designed for large-scale, secure storage of your data.

Dropsuite's Solution:
Dropsuite is born in the cloud and provides military-grade encryption for your data both in transit and at rest.

Backup & archiving solutions are too difficult to use #4

Dropsuite's Solution:
In today's world of rampant cyber threats and accidental deletion, Dropsuite simplifies data protection so you can focus on delivering what your business does best, providing value and growth.

False. This notion stems from particular backup systems/solutions that require administrators to download and install an agent as a precondition for the software to work.

However, certain providers have easier, more user-friendly systems. They allow customers to quickly set up their own backup automation system, coupled with one-click restore options that make backup and archiving as painless as possible.

#5 Only regulated businesses need it

False. Non-regulated businesses find value in data backup and archiving. Here are some use cases:

- ✔ Audits often require businesses to provide full and accurate data records that go back at least 6 years (e.g., IRS, SEC).
- ✔ Lawsuits or regulator investigations may require Microsoft 365/Google Workspace data to be put on legal hold so that it cannot be altered or deleted.
- ✔ Fast universal search tools that are found in archiving systems can speed up search queries across solutions in one click.

Dropsuite's Solution:
In today's world of rampant cyber threats and accidental deletion, Dropsuite simplifies data protection so you can focus on delivering what your business does best, providing value and growth.

Backup and archiving are over-hyped and not essential #6

Dropsuite's Solution:
Dropsuite's backup and archiving solutions act as insurance to keep your business running and ensure compliance with industry regulations and privacy laws.

False. Companies lose \$4.61M on average because of data breaches. Compare that to a few dollars a month for a comprehensive backup and archiving solution and you'll realize how essential it is. Many businesses—some still existing, others closed down—realized this the hard way.

#7 All backup and archiving solutions are the same

False. Instead, here are the facts:

- ✔ Many solutions in the market are clunky, with poor UX design.
- ✔ Not all of them are born in the cloud; a lot of these solutions need to be downloaded as an agent to work.
- ✔ Backup and archiving are two different things, and most vendors don't offer them together.
- ✔ Many solutions are sold as modules, which can be very costly.
- ✔ Only a few backup and archiving solutions offer insights and analytics based on the data that is stored and/or archived.
- ✔ Moreover, most solutions do not back up everything, such as calendars, and tasks, among others.

Dropsuite's Solution:
Dropsuite's Backup and Archiving solutions check every box above!

You need to pay to get your data back #8

Dropsuite's Solution:
Dropsuite has no hidden fees. This includes no ingress and egress fees and unlimited storage.

False. There are solutions that don't take your data hostage. Important advice: when choosing the right solution, clarify with your provider if they will charge you to get your data back when you decide to move on to another solution or service.

#9 Backup and archiving solutions are slow

False. Only if they're inefficient. Sophisticated backup and archiving solutions exist that actually prioritize backing up recently updated or added files to speed up the entire process. This expedites the process and ensures your data is fully secured and backed up.

Dropsuite's Solution:
Dropsuite's solution provides incremental backups, meaning it finds and backs up only changed files resulting in fast backup time with minimized storage.

Backup and archiving tools are just that—they backup, and they archive #10

Dropsuite's Solution:
Dropsuite's Email Archiving solution provides a host of compliance tools, lightning-fast search, and includes our Insights Business Intelligence tool that transforms stagnant, archived email data into actionable business intelligence.

False. While most solutions can be limited in terms of what they can do, certain tools have features that go beyond backup and archiving. Some solutions provide advanced features like:

- ✔ eDiscovery and journaling options
- ✔ Fast search capabilities
- ✔ Business insights and analytics from your stored and archived data

In conclusion, these backup and archiving myths can be dangerous. They may affect your decision-making process negatively and hurt your business if they're not addressed or debunked. By dispelling these myths, you are in a much better position to protect your business.

Busting Backup and Archiving Myths with Dropsuite

Dropsuite specializes in helping various companies keep business-critical data safe, secure and protected. Our custom cloud-based backup and archiving solutions efficiently backup, store, preserve, and easily restore data at a moment's notice across a range of ecosystems:

- ✔ Microsoft 365
- ✔ Google Workspace
- ✔ IMAP-POP
- ✔ Hosted Exchange
- ✔ ...and more.

Dropsuite's secure, scalable, and easy-to-use backup and recovery tools not only provide business compliance; they also enable business continuity.

Easily set up your very own automated backup and/or archiving system, even with a minimal IT budget. Dropsuite's industry-leading backup and recovery solutions are available at a very low cost-per-seat license, coupled with military-grade encryption that ensures data security both in transit and at rest.

Contact us and see Dropsuite in action!

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