## **Entra Backup Campaign-in-a-Box Use Case Library**

## **📚 Use Case Library: Help Clients See the Risk**

### **📌 What This Is**

This is a collection of short, client-friendly examples that help make the risks of unprotected identity systems **real, tangible, and urgent**. Whether you’re on a sales call or writing a campaign email, these use cases make it easy to explain why backing up login and access settings is just as important as backing up files or email.

Use them as conversation starters, objection handling stories, or content snippets.

### **🔁 Use Case #1:Targeted Cyberattack**

A small professional services firm was hit by a phishing attack that gave attackers access to their Microsoft login system. The intruders disabled multi-factor authentication and changed admin roles, locking the company out of their own environment. Because Microsoft doesn’t fully back up access settings, recovery was painful and slow—leaving the business down for hours.

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### **🛡️ Use Case #2: Accidental Internal Error**

While onboarding a new hire, an internal admin accidentally changed a security group setting that managed access to Microsoft 365 apps. Half the company lost access to email, Teams, and shared files for the rest of the day. Without backup, the fix had to be rebuilt manually—costing time and causing serious productivity loss.

### **📉 Use Case #3: Misconfiguration That Broke Everything**

A routine system update triggered a misconfiguration that removed key user access settings. No one could log in to Microsoft 365 tools for nearly a day. The internal IT team couldn’t pinpoint the change quickly, and with no backup to restore from, they had to rebuild access manually under pressure.

### **⚖️ Use Case #4: Compliance Audit Gap**

During an industry compliance review, a healthcare client was asked to provide documentation on how they would recover from a change to their identity settings. They couldn’t—because Microsoft doesn’t offer backup for that part of the system. They needed to close the gap immediately to stay in good standing.

### **🔒 Use Case #5: Offboarding Gone Wrong**

When an employee was offboarded, an admin accidentally removed an entire security group instead of just the individual. Multiple team members lost access to key tools and files. With no identity-level backup, it took hours to trace and fix the issue—delaying work and exposing the company to unnecessary risk.