



- User Error (64%)
- Malicious Deletion (7%)
- Hackers (13%)
- Software Issues (16%)

## Data loss happens, even in the cloud!

Office 365 and the Cloud do not prevent data loss due to human action. One study<sup>1</sup> found that 32% of the companies surveyed had experienced data loss in the cloud. **75% of data loss is due to people deleting content accidentally or intentionally**, and that's not the only threat.

**Deleted items in Office 365 will be permanently removed after 14 days<sup>2</sup>.** Expanded Office 365 licenses and features offer unlimited retention, but don't provide a fast, easy way to restore content exactly as it was and where it was so your employees can get back on track quickly.

1. IT Compliance Policy Group  
2. The default 14-day retention can be extended to 30 days



- Value of Lost Data - \$3400
- Technical Services - \$340
- Lost Productivity - \$217

## Data loss can be costly

Pepperdine University calculated the predictable cost per data loss to be **\$3,957<sup>1</sup>**. However, depending on the content loss, that cost could be higher and even more devastating to a business.

## Data loss can be stressful

Just the thought of data loss is stressful. But it doesn't have to be. With a backup solution, instead of reacting in panic to a data loss event, you can instead quickly and simply restore that data and get back on track quickly.

1. Graziadio Business Review - The Cost of Lost Data - 2003.

## Restore data quickly across Office 365



Exchange  
Online



SharePoint for  
Business



OneDrive  
for Business



Office 365  
Groups



Microsoft  
Teams

“ We would have been in real trouble had BOAB IT not configured SkyKick to protect our data. We would have likely had to pay a \$6,000 ransom, with no guarantee of getting our data unencrypted.”  
*Practice Manager at law firm that was victim of ransomware, but protected by Cloud Backup*

# Unleash the productivity of Office 365



Empowers productivity

Office 365 is the number-one cloud-based productivity suite, with powerful tools for communication, collaboration, and content creation. However, it is not designed to quickly and easily restore lost, deleted, or corrupted data.

## CLOUD BACKUP

Restores data quickly, so you can stay productive



### Unlimited Backup

Up to 6 daily backups  
No data or retention limits  
No overages



### Rapid Search

Find lost data in seconds  
Simple, intuitive interface  
Robust browse & search options



### One-Click Restore

Restore data right back where it was  
Get back on track quickly  
Peace of mind

## Coverage across all productivity applications

### Exchange

Email, calendar, contacts, tasks, notes, Public Folders, and more.

Granular and bulk restore, including point-in-time restore

### SharePoint

Site collections, Team Sites, subsites, lists, files, versions, and more

Granular and bulk restore, including entire site collection restore

### OneDrive

Folders, files, versions

Granular and bulk restore, including full account and point-in-time restore

### Groups Teams

Conversations, calendar, files, Notebook, and Modern Team Sites

Granular and bulk restore, including full Modern Team Site restore

## Product offerings

### Cloud Backup Suite for Office 365

Most comprehensive data protection across the Office 365 tenant



### Cloud Backup for Exchange Online

For businesses that only need to back up Exchange Online data



### Cloud Backup for SharePoint & OneDrive for Business

For businesses that only need to back up SharePoint and OneDrive for Business data

