The True-Cost of Cyber Incident Recovery

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In 2021, the market for software-as-a-service (SaaS) will

reach $113.1 billion

— almost doubled from 2017.

78% of businesses

are running almost entirely on SaaS and SaaS application spending growing to over **$99 billion** worldwide in 2020.

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Source: BetterCloud Report and Gartner

By 2022,

70% of organizations

will have suffered a business disruption due to unrecoverable data loss in a SaaS application.

Source: Gartner 2019 “Assuming SaaS Applications Don’t Require Backup is Dangerous”

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In four months of time, Microsoft Teams

grew by 894%,

surpassing Zoom’s adoption. Microsoft Teams now has **115 million daily active users**, adding 31 million in just over a month with the global shift to remote work.

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Source: Computer Weekly and Microsoft

59%

said remote work due to COVID-19 resulted in increased ransomware attacks.

52%

reported that shifting client workloads to the cloud came with increased security vulnerabilities.

Source: Datto’s 2020 State of the Channel Ransomware Report

Nearly 1 in 4 businesses reported ransomware attacks on SaaS applications.

64%

report attacks within Microsoft 365

25%

report attacks within Google Workspace

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Source: Datto’s 2020 State of the Channel Ransomware Report

Downtime is not a question of if, but when!

Data recovery can take:

18.5 hours

on average

1 hour of downtime can cost:

$8,000

small business

$700,000

enterprise

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Source: Datto’s Human Error Happens Infographic 2020

Is it worth the risk, to be unprepared?

- Many compliance regulations, like HIPAA, require a data backup and data recovery plan (1)
- **70%** of small business that experience a major data loss go out of business within a year (2)

Many end up using your backup and disaster recovery solution before you'll use your insurance.

1. *Department of Health & Human Services: HIPAA Security Rules - Security Standards for the Small Provider*
2. *PriceWaterhHouseCooper*

Unplanned downtime is an IT function, but it is a business concern.

24% *of companies said they experienced a full data disaster* [(1)]

44% *of small businesses have been the victim of a cyber attack* [(2)]

Average midsize companies have 16 to 20 hours of network, system, or application downtime per year [(3)]

1. *Forrester Research Study*
2. *National Small Business Association*
3. *Gartner Group*

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Sources of Data Loss

Power Outage

Accidental Deletion

Forgetting to Save

Spills near hardware

Forgetting to Save

Hardware Failure

Software Failure

Natural Disaster

External Hackers

Viruses/ Malware

Human Error

Programmatic Errors

Malicious Insiders

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Defining Your Risk – Hot-To:

Recovery Time Objective (RTO)

Do you know how long can your business be down without it affecting your bottom line?

- Seconds
- Minutes
- Hours
- Days
- Never?

Data loss means downtime. Downtime will impact your bottom line!

People and Systems Costs

- Lost sales revenue
- Lost employee productivity
- Missed deadlines that result in employee overtime
- No communication; no email
- All internal business processes will cease - billing, HR, intranet, etc.

Physical Damage Costs

- Cost to restore IT systems
- Materials lost/disposal and cleanup costs

Reputation & Compliance Costs

- The financial impact of customer dissatisfaction
- Contract penalties
- Compliance violations, if applicable
- IT and employee recovery costs

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Microsoft doesn’t protect you from data loss due to deprovisioned user accounts

From their SLA:

"Microsoft will retain Customer Data that remains stored in Online Services in a limited function account for 30 days after expiration or termination of Customer’s subscription so that Customer may extract the data. After the 30-day retention period ends, Microsoft will disable Customer’s account and delete the Customer Data and Personal Data within an additional 30 days, unless Microsoft is permitted or required by applicable law to retain such data or authorized in this agreement.”

Microsoft has no liability for the deletion of Customer Data or Personal Data as described in this section.

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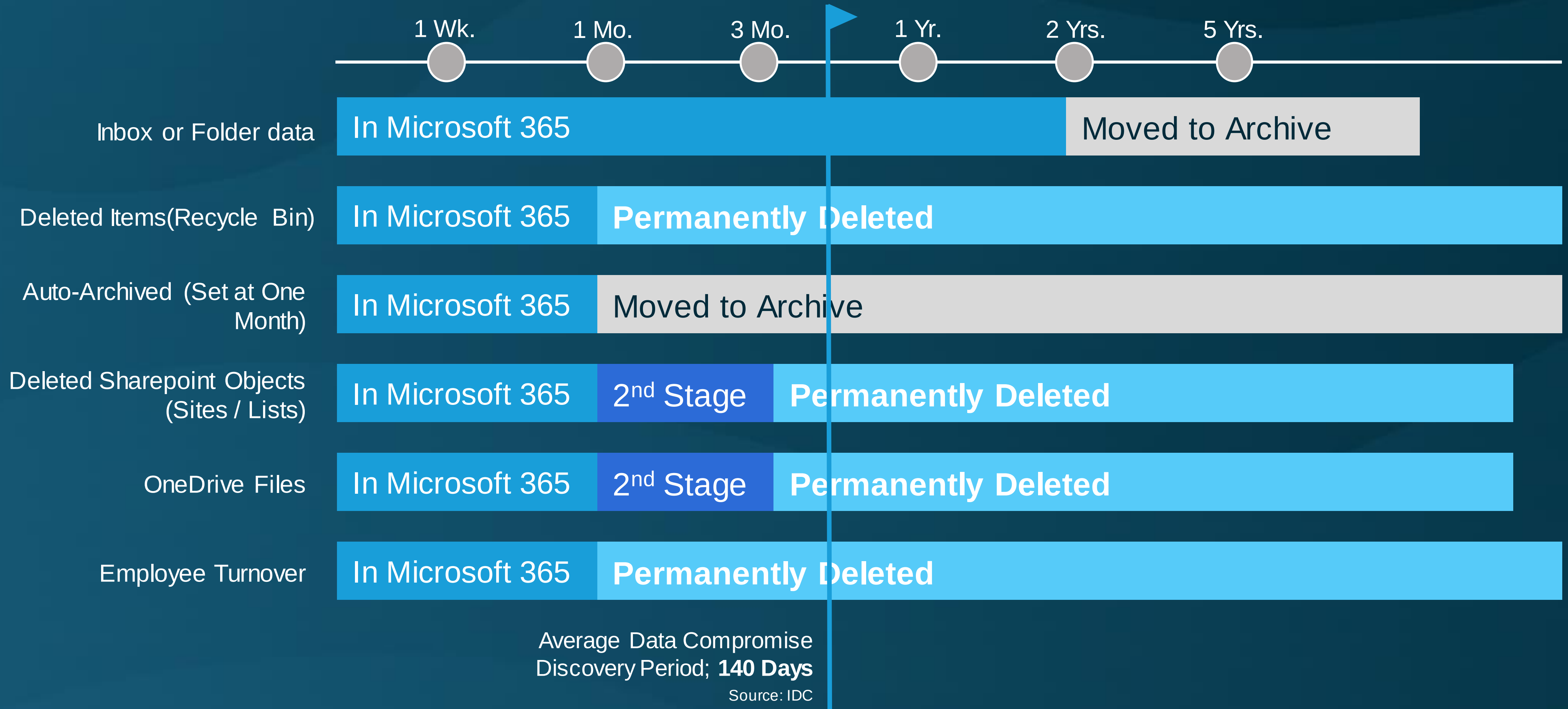
Source: Microsoft

Important data thresholds to be mindful of…



1 Wk. | 1 Mo. | 3 Mo. | 1 Yr. | 2 Yrs. | 5 Yrs.

Inbox or Folder data: In Microsoft 365 | Moved to Archive

Deleted Items(Recycle Bin): In Microsoft 365 | Permanently Deleted

Auto-Archived (Set at One Month): In Microsoft 365 | Moved to Archive

Deleted Sharepoint Objects (Sites / Lists): In Microsoft 365 | 2nd Stage | Permanently Deleted

OneDrive Files: In Microsoft 365 | 2nd Stage | Permanently Deleted

Employee Turnover: In Microsoft 365 | Permanently Deleted

Average Data Compromise Discovery Period; **140 Days**

Source: IDC

Source: Microsoft Office 365, 6 Steps to Holistic Security, Chapter 1

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Peace of mind

SaaS Protection has you covered when it comes to meeting your SaaS backup and recovery needs.

Recover quickly and easily from cloud data loss, regardless of cause

Save deprovisioned user data and increase productivity

Recover to a point-in-time before a ransomware attack occurred