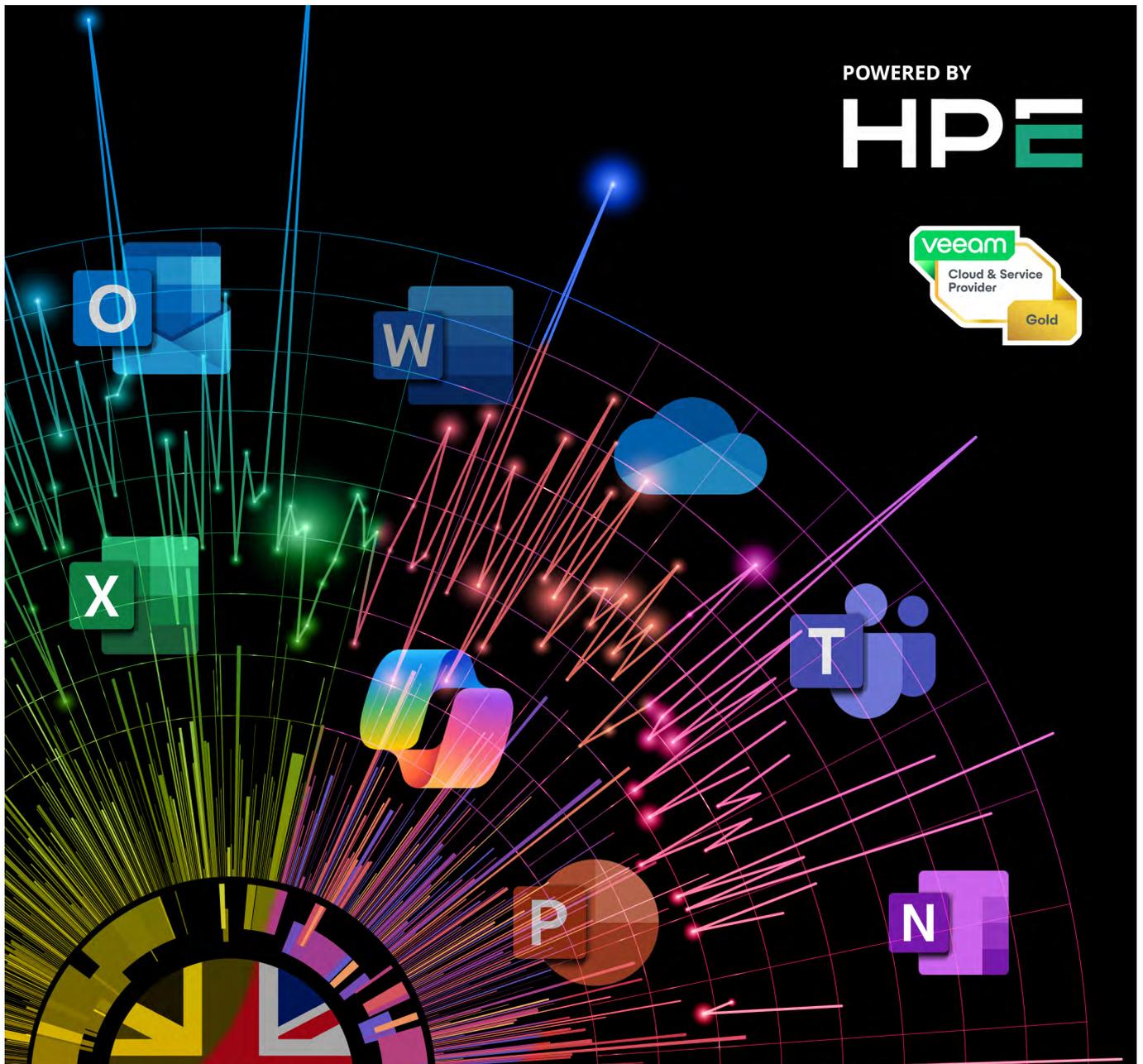# WHY YOUR MICROSOFT 365 DATA NEEDS A REAL BACKUP STRATEGY
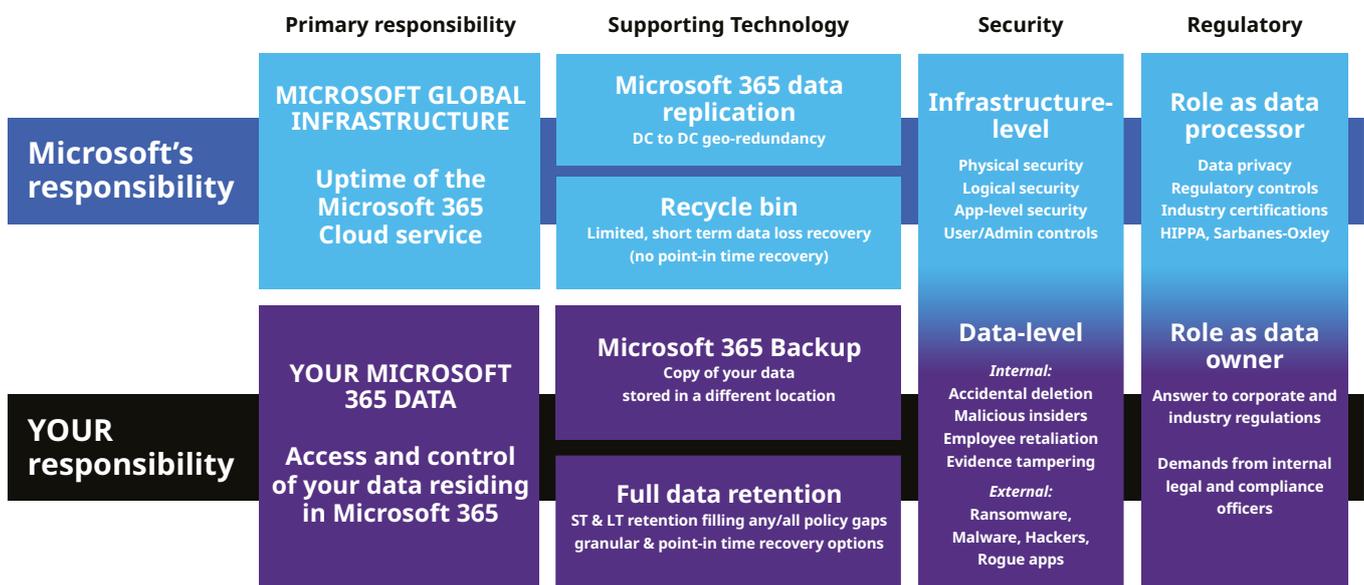
Protect your critical data with CiContinuity and Veeam, supported by HPE – a trusted, sovereign UK-based solution.

POWERED BY

HPE

veeam
Cloud & Service Provider
Gold

Ci Continuity

Executive Summary

M365 backup is governed by **Microsoft's Shared Responsibility Model**, a framework that defines where their duties end and yours begin. While Microsoft ensures the resilience of its global cloud infrastructure, the responsibility for safeguarding your actual business data, such as your emails, files, and Teams conversations from threats like accidental deletion or ransomware. This protection gap makes a dedicated, third-party backup not just an optional extra, but an **essential component of your business continuity strategy**.

The Microsoft 365 Shared Responsibility Model

	Primary responsibility	Supporting Technology	Security	Regulatory
Microsoft's responsibility	**MICROSOFT GLOBAL INFRASTRUCTURE** **Uptime of the Microsoft 365 Cloud service**	**Microsoft 365 data replication** DC to DC geo-redundancy **Recycle bin** Limited, short term data loss recovery (no point-in time recovery)	**Infrastructure-level** Physical security Logical security App-level security User/Admin controls	**Role as data processor** Data privacy Regulatory controls Industry certifications HIPPA, Sarbanes-Oxley
YOUR responsibility	**YOUR MICROSOFT 365 DATA** **Access and control of your data residing in Microsoft 365**	**Microsoft 365 Backup** Copy of your data stored in a different location **Full data retention** ST & LT retention filling any/all policy gaps granular & point-in time recovery options	**Data-level** *Internal:* Accidental deletion Malicious insiders Employee retaliation Evidence tampering *External:* Ransomware, Malware, Hackers, Rogue apps	**Role as data owner** Answer to corporate and industry regulations Demands from internal legal and compliance officers

Microsoft ensures its platform is available, the ultimate responsibility for protecting your business: critical emails, Teams chats, OneDrive files, and SharePoint data lies with you.

74% of businesses now use third-party solutions to protect their M365 data

Failing to have your own backup solution makes your organisation a vulnerable outlier. For over 20 years, CiContinuity has specialised in data recovery, performing over 2,500 successful recovery operations. Our resilient Microsoft 365 backup service, powered by the market-leading Veeam platform and supported by HPE infrastructure, is hosted entirely in a secure, UK-based cloud. We provide True Data Sovereignty, ensuring your information is protected against accidental deletion, compliance risks, and the ever-present threat of ransomware.

CiContinuity

The Protection Gap

Microsoft 365's Shared Responsibility Model clearly divides your obligations. Microsoft's role is to maintain the uptime and security of its global cloud infrastructure, its data centres and servers. **Your role, as the data owner, is to secure and protect the data** you put into that cloud. Native tools like the Recycle Bin are merely short-term safety nets, not a backup solution; data is often permanently purged after just 30-93 days.

> ## 93% of companies that suffer major data loss go out of business within a year.

Accidental deletion: The most common cause of data loss is simple human error, from users accidentally deleting crucial files to admins improperly deprovisioning a former employee's account, permanently losing their historical data.

Ransomware & malware attacks: Cloud data is a prime target for ransomware. Attackers infiltrate accounts and encrypt files, using the platform's own sync tools to spread the damage. Critically, 89% of ransomware attacks now target backup repositories to prevent recovery, making an isolated, protected backup essential.

Malicious insider threats: A disgruntled employee can intentionally delete vast amounts of data before their departure, bypassing security alerts because their actions appear legitimate.

Compliance & legal gaps: Relying on basic retention policies for compliance is not enough. This data remains in the live environment, meaning if it's corrupted or encrypted, the retained version is also useless. Without a proper backup, finding and exporting data for legal holds can be difficult or impossible

Without a dedicated, isolated backup, your ability to recover from these common scenarios is time-consuming, incomplete, and in many cases, impossible – the stakes are enormous.

74%

of businesses rely on third-party solutions to protect their Microsoft 365 data.

Source: 5 Ways SaaS-based Backup for Microsoft 365 is Beneficial for MSPs by Veeam

89%

of organisations had their backup repositories targeted by ransonware actors during an attack.

Data resilience critical as ransomware attacks target backups by ComputerWeekly.com

53%

of orgainsations have experience data loss or corruption in their SaaS applications.

Benefits of an M365 Backup Service by Veeam

We have helped with over

2,500

recovery operations for the past

22 YEARS

Ci Continuity

Immutable Backup

Your Last Line of Defence

89% of organisations had their backup repositories targeted by ransomware actors during an attack.

[2025 Ransomware Trends and Proactive Strategies by Veeam]

32%

Only 32% of organisations use immutable repositories – storage that cannot be altered or deleted, ensuring maximum data protection.

[2025 Ransomware Trends and Proactive Stategies by Veeam]

Our immutable storage is your ultimate, non-negotiable last line of defence, ensuring your business can always recover by creating a secure, unchangeable copy of your data that cannot be altered or deleted by anyone, including criminals.

Ci Continuity

True Data Sovereignty

For infringements of GDPR and the DPA 2018, the Information commissioner's Office (ICO) can issue a maximum fine of £17.5m or 4% of your company's total annual worldwide turnover.

61%
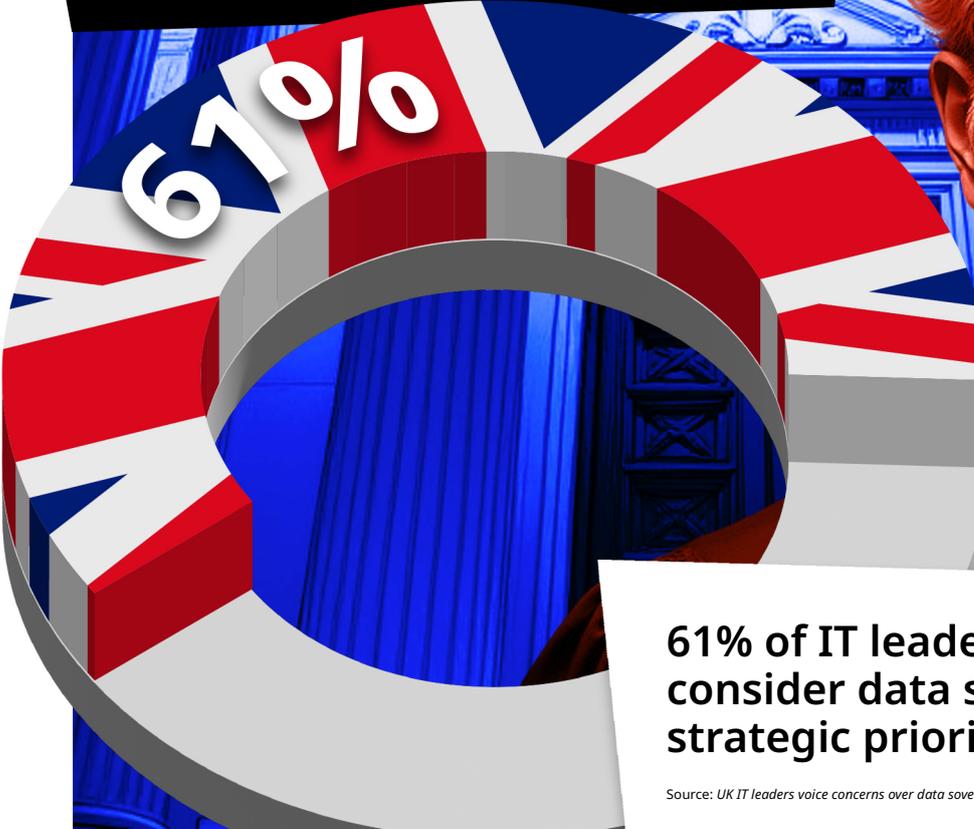
61% of IT leaders in the UK now consider data sovereignty a strategic priority.

Source: *UK IT leaders voice concerns over data sovereignty risks* by Security Brief

- **We provide True Data Sovereignty, not just data residency. Your data is stored in the UK and governed by UK law.**

- **Many providers host data in the UK but the provider falls under another country's jurisdiction, meaning foreign governments could potentially access your data. This would apply to AWS, Microsoft, Google and many other providers.**

- **This offers essential protection and peace of mind, especially for regulated or risk-averse companies.**

Ci Continuity

Our Solution

CiContinuity provides a fully managed Microsoft 365 backup service in partnership with Veeam, leveraging the market-leading platform and HPE infrastructure to close the protection gap. We ensure comprehensive protection of your entire M365 environment, including:

- **Exchange Online** (emails, calendars, contacts, and public folders)
- **SharePoint Online** (sites, libraries, permissions, and settings)
- **OneDrive for Business** (all user files and folders)
- **Microsoft Teams** (including chats, channels, files, tabs, and wikis to preserve the full context of collaboration

Protection against ransomware attacks: As your ultimate last line of defence, we create 'write-once, read-many' copies of your data that cannot be changed or deleted. Not by you, not by us, and not by cybercriminals. If your live environment is compromised, this guarantees a clean recovery source.

Self-service: Our hybrid approach gives you day-to-day efficiency and complete assurance when you need it most. It's a true data protection partnership that puts you in control. Instantly restore your own files and inboxes with powerful self-service capabilities.

Hands on support: When a major incident occurs, our award-winning experts take control. Our 24/7/365 readiness is proven through constant rehearsals and successful invocations, ensuring your business is recovered, fast. Our reputation is built on results, with over 2,500+ successful recovery operations.

UK data sovereignty: All your data is stored exclusively in our UK sovereign cloud, giving you the confidence to meet the most stringent data residency and regulatory requirements.
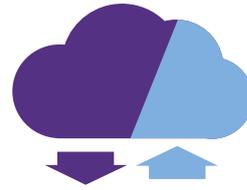
Ci Continuity

CiContinuity

Why CiContinuity?

UK data sovereignty

Your M365 backups are stored and governed exclusively under UK law, shielding your data from foreign government access and meeting key strategic priorities for UK businesses.

Immutable backups

With 89% of attacks now targeting backups, our immutable storage acts as your ultimate last line of defence. It creates a secure copy of your data that cannot be altered or deleted by cybercriminals.

Hybrid management

Get the best of both worlds: empower users with instant self-service restores for daily tasks, while our 24/7/365 expert-led service manages major incidents for you.

Award-winning disaster recovery

Our reputation is built on proven results. Rely on our experts, who have successfully handled over 2,500 recovery operations, to get your business back online fast.

Over 20 years of proven expertise

In an industry where reputation is a key factor for 34% of buyers, you can trust our 20+ years of specialised experience in backup and recovery to protect your critical data.

CiContinuity

Ci Continuity

✉ advice@cicontinuity.co.uk 📞 01256 378 000

🌐 cicontinuity.co.uk in cicontinuity

POWERED BY

HPE

veeam
Cloud & Service Provider
Gold

Every day without a backup is a day of risk. Protect your M365 day now – get your instant quote today.

Go to our online calculator or speak directly to one of our data recovery specialists to build your defence against data loss.

Scan to go to online calculator

cicontinuity.co.uk