



Why choose **StorageCraft**
to back up **Office 365**



StorageCraft.

As the “born in the Cloud” era becomes a reality, many end users are migrating to the Cloud and adopting Office 365.

They are doing this as it gives them:

- Increased productivity
- Reduced costs
- Access to data wherever they are
- Greater flexibility has made their employees more engaged and motivated

However your customers may not know that there are a number of scenarios where Microsoft will either be unable to recover lost data or if they can recover it, give you no guarantee as to how long this will take.

Make your customer understand Microsoft's limitations

To effectively sell Cloud Backup for Office 365, you need to explain to your customers the limitations of the Microsoft backup functions. To illustrate this, talk about the top 5 ways in which data gets lost in the cloud.

A

The Human Factor

Your customer **overwrites or deletes** a file in error.



B

The Hackers

Cybercrime is a boom industry – What happens when a hacker encrypts your customer's data files?



C

The Employee that leaves

Your customer notifies you that one of their employees is leaving so you **deactivate** that **seat**. However, somewhere down the line the customer will call you and tell you they need to retrieve an email or an Excel sheet or a presentation which this employee had.



D

The Employee gone "Rogue"

Your customer has a **disgruntled employee** who deletes data.



E

The Glitch: Your Data is overwritten by third party software.

Microsoft will tell you that there is **no guarantee** that they can recover all (or any) of the files and this may take some time (hours, Days, weeks?)



In the above cases, Microsoft will either not cover you at all or alternatively they cannot guarantee retrieval of your data in a speedy manner.

With this in mind, it is critical that you are backing up your clients' Office 365 accounts. (You may in fact already be doing so).

There are a number of companies offering backup for Office 365 so why pick StorageCraft?

We have had a look at the competition and to be honest, they all fall short in one or more areas – only StorageCraft ticks all of the boxes to ensure you (and your customers) are completely protected!



So what differentiates StorageCraft Cloud Backup from other offerings?

1 We do it all!

Some competitors talk about backing up Office 365 – but if you look closely, you will see that they are only backing up Exchange. Others protect Exchange and OneDrive but not SharePoint.

Not StorageCraft – WE DO IT ALL
(for one price with NO hidden extras)

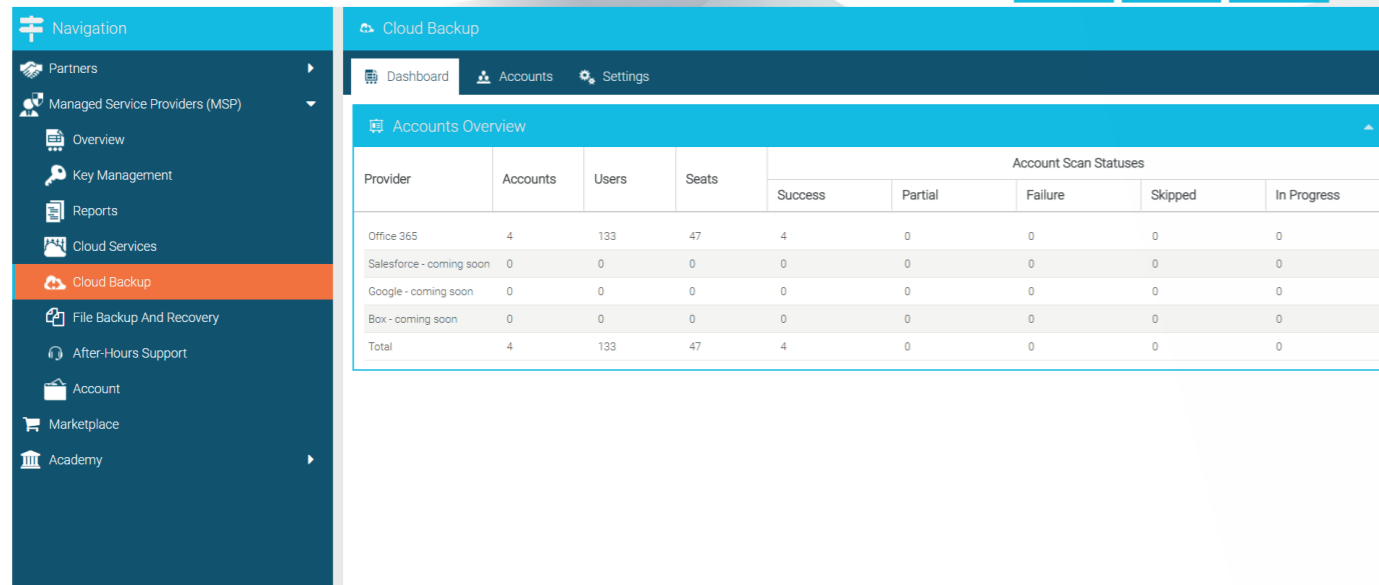
- Exchange
- OneDrive
- SharePoint (all shared objects)
- Contacts
- Calendars



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2 We put you in control!

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The screenshot displays the StorageCraft Cloud Backup interface. On the left is a navigation sidebar with options like Partners, Managed Service Providers (MSP), Overview, Key Management, Reports, Cloud Services, Cloud Backup (highlighted), File Backup And Recovery, After-Hours Support, Account, Marketplace, and Academy. The main content area shows the 'Accounts Overview' table under the 'Cloud Backup' section. The table includes columns for Provider, Accounts, Users, Seats, and Account Scan Statuses (Success, Partial, Failure, Skipped, In Progress).

Provider	Accounts	Users	Seats	Account Scan Statuses				
				Success	Partial	Failure	Skipped	In Progress
Office 365	4	133	47	4	0	0	0	0
Salesforce - coming soon	0	0	0	0	0	0	0	0
Google - coming soon	0	0	0	0	0	0	0	0
Box - coming soon	0	0	0	0	0	0	0	0
Total	4	133	47	4	0	0	0	0

Many backup solutions out there are not designed with central management in mind or they are designed for the end customer. Therefore, you, their trusted advisor will have to log in and out of all of your individual accounts. If you have many accounts, this will be very time consuming and frustrating.

Not StorageCraft - Our Cloud Backup is designed with the MSP in mind. You can easily and quickly access and monitor all of your accounts directly from our Partner Portal.

You can add new users at the click of a switch.


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3 No Strings, No Limits, No Retention

Some competitors only offer deals to their existing partners, in some cases only to their enterprise partners.

Some competitors put limits on the amount of storage per Office 365 account .

Some competitions will impose retention policies.

Not StorageCraft – we offer the same great deals whether you are an existing partner or not. We give you UNLIMITED STORAGE and NO RETENTION POLICY!

And for every partner (new or old), we will give you Not for Resale (NFR) licenses.



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④ Where is your data?

Some competitors are offering on premise backup so you have to invest in hardware to store the data. Others are offering to back up your Microsoft Office 365 to Azure, Microsoft's Cloud.

With StorageCraft – we offer a Cloud-to-Cloud solution – where the target destination can be to your Azure account or to StorageCraft's Amazon S3.

For those of you who don't want all of your eggs in a Microsoft basket, this is important.



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5 It's from StorageCraft so you can trust it!

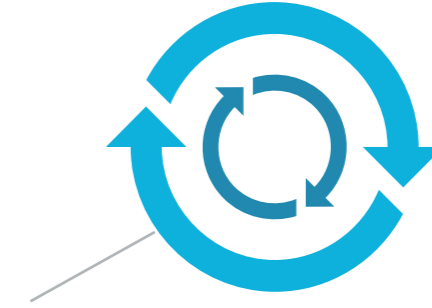
By working with StorageCraft, you are choosing a company who can protect all your customer's data, not just their Office 365 data, including data held on:

- Physical servers (Window & Linux)
- Virtual servers (Window & Linux)
- Desktops and laptops

You are also choosing a company with the following credentials:

- A 14 year track record of delivering award winning Business continuity solutions
- 100% Channel and committed
- Heavily investing in new technologies and bringing new products to market





Conclusion

While Office 365 offers a great opportunity to service providers, it is advisable to back up all Office 365 accounts.

There are any number of companies out there offering to backup Office 365 – but only StorageCraft offers you a fully comprehensive solution with no strings, limits or restrictions.

A solution designed for the MSP – who values time, efficiency and scalability.



StorageCraft Technology

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