

Why backup of Microsoft 365 and Entra ID (formerly Azure AD) is needed

One Service Covering Your Key SaaS Apps



Back in the day, everyone knew backups were important and every company had their own data center in the basement to protect their data. We heard scary stories about people losing important data because they didn't back it up or didn't check if the backups worked. We recognized that losing data would be bad for business and continuity

Then the cloud was introduced and promised we wouldn't need backups. Many tech experts thought the cloud had us covered. They believed that Software-as-a-Service (SaaS) vendors would backup our data for us. But, as often happens, there were limitations in the fine print.

Is backing-up Microsoft 365 and Entra ID necessary?

Many companies still believe that vendors like Microsoft are also responsible or partially responsible for protecting their data. They think SaaS vendors like Microsoft protect everything.

The hard truth is that Microsoft is not responsible for backing up the data you store in their platform.

Relying on a SaaS vendor to back up your data leaves you with undesired gaps in your security strategy that can become detrimental to your organization's ability to continue business as usual.

1 in 3

believe SaaS vendors are responsible for protecting their data in the cloud

45%

believe SaaS vendors are partially responsible for protecting their data in the cloud.

22%

understand that the responsibility for their data in the cloud lies with themselves.

Source: [Enterprise Strategy Group, 2022](#)

What's not covered?

On-Premises Active Directory Backup

Objects that don't exist in on-premise AD

- Roles
- Licenses
- Conditional access policies
- Applications and service principals

Native Entra ID Backup

Soft-deleted objects

- User and guest accounts
- Microsoft 365 groups
- Microsoft Entra applications (App registrations)

Remain in the Recycle Bin for 30 days only

Hard-deleted objects

- Security groups
- Distribution groups
- Service principals (Enterprise apps)
- Conditional access policies
- Devices (Intune)

No retention for hard-deleted objects

The significance of having a backup for Microsoft 365 and Entra ID

“You should assume that at some point in time you will fall victim to a ransomware attack. One of the most important steps you can take to protect your data and avoid paying a ransom is to have a reliable backup and restore plan for your business-critical information.”

– Microsoft: [Learn Azure Security Fundamentals](#)



M365



Entra ID

Real life cases of the damage incurred after Entra ID and Microsoft 365 has been compromised, either intentionally or unintentionally, are plentiful.

- Before engaging Keepit, one customer lost \$2.5 million in a single day because an Microsoft Entra tenant along with all its Microsoft Cloud Services was encrypted by ransomware.
- Due to a faulty Conditional Access policy, all administrators in an organization were locked out of their Microsoft Entra tenant and couldn't access any Microsoft Cloud Services. They didn't have an emergency account or the ability to raise a support ticket with Microsoft to fix the issue.

Companies often have limited visibility into how their identities are used. They are not monitored or audited, making it hard to spot if they have been compromised.

Have you thought about what happens if your Entra ID environment gets encrypted and you can't access the key to your organization's Microsoft tenant and all your identities, policies, and configurations? Would you be able to tell if your identities have been compromised?

Elevate business continuity with Keepit

Just like in 2002, it is still our own responsibility to back up our important data. The only difference today is that most of our valuable data sits in the cloud.

Keepit helps companies back up the data that lives in SaaS services such as Microsoft 365, Entra ID, PowerBI, Dynamics, Salesforce, Google Workspace, and Zendesk.

In the event of data loss or complete disaster, we ensure that you can restore your data instantly and continue business as usual without any disruption.

Keepit offers the market's most complete coverage of Microsoft 365 and Entra ID that ensures your entire Microsoft Cloud is fully protected, so you can stay operational at all times.



Want to try Keepit?

Book a demo: www.keepit.com/try-keepit