Dudobi
SECURE CLOUD SOLUTIONS

EXPOSING CLOUD DATA SECURITY RISKS

Situation Report:
The State of Cloud Backup

Q3 2021

Design. Deploy. Manage.

THE REALITY OF CLOUD BACKUP

By the end of 2021, **73% of organisations will be using only or mostly Cloud solutions.**

There is a common misconception among Cloud users that backup is not necessary for their data because this is built-in.

The reality is that Cloud applications are just as vulnerable to data loss as on-premises apps.

Often it's only after a service failure, data breach or data loss that organisations realise critical data is gone and can't be recovered.

Many Cloud vendors - including Microsoft 365, Google and AWS - operate under a shared responsibility model.
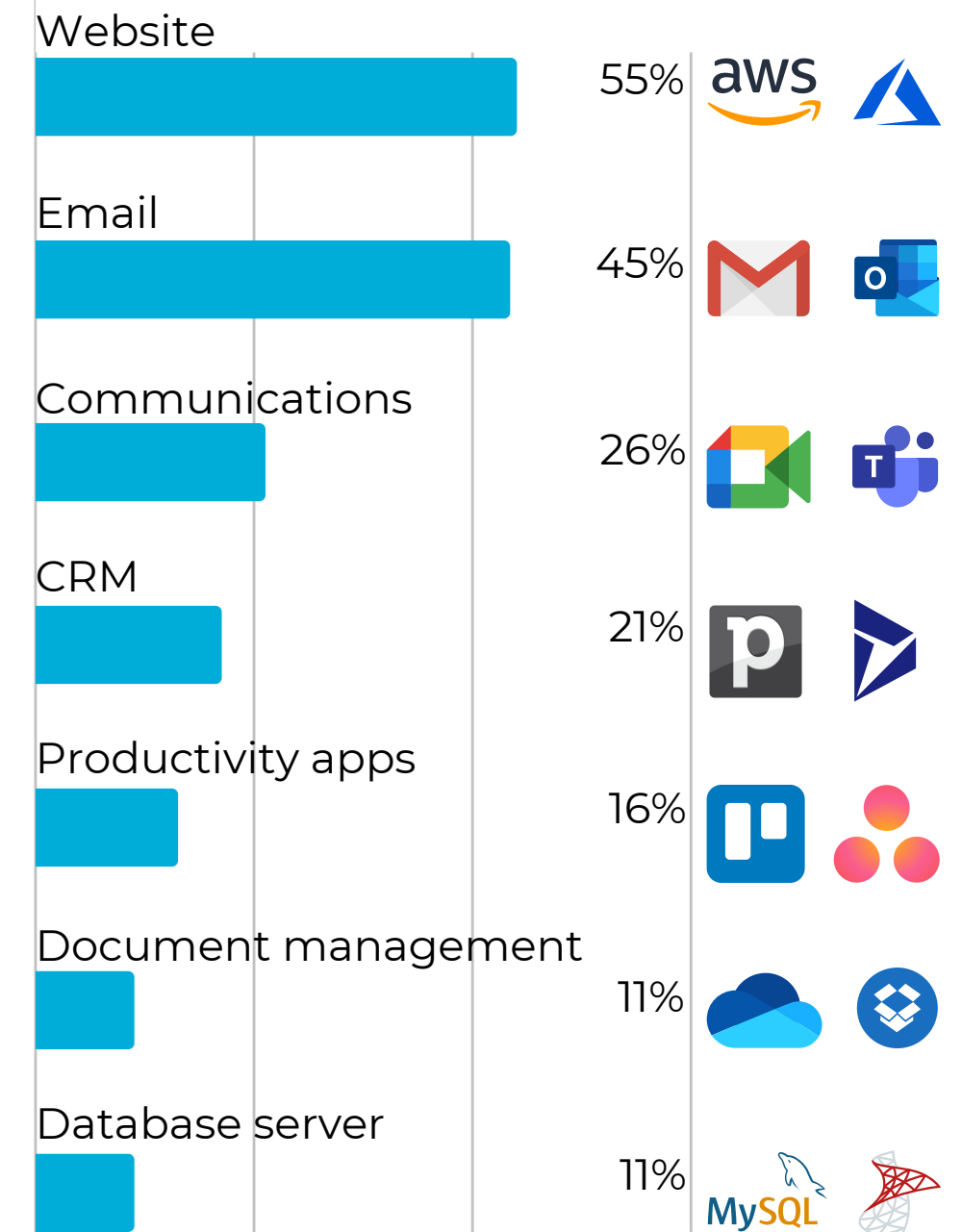
They're obligated to protect the application itself, but they're not responsible for safeguarding the data housed inside of it.

For example, data loss as a result of the following incidents remains the responsibility of the end-user:

- Human Error,
- External Hackers,
- Viruses and Malware, and
- Programmatic Errors

This is why a Cloud Data Protection Strategy is essential.

ADOPTION RATE OF CLOUD APPS

Application	Adoption Rate
Website	55%
Email	45%
Communications	26%
CRM	21%
Productivity apps	16%
Document management	11%
Database server	11%

Dudobi reviewed approximately 50 Cloud platforms and in almost all cases found that **the default backup configuration was deficient and incompatible** with accepted disaster recovery best practices.

KNOW THE RISKS

1 in 5 SMBs report that they've fallen victim to a ransomware attack.

64% of companies reported attacks targeting:

Microsoft 365

25% of companies reported attacks targeting:

Google Workspace

54% of companies reported attacks targeting:

Dropbox

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1 **Phishing** attacks account for more than 80% of reported security incidents.

2 Someone falls victim to **ransomware** every 10 seconds.

3 47% of data loss is caused by accidental **end-user deletion** and a further 7% is caused by **disgruntled employees**.

4 After **user account deactivation**, Microsoft deletes all data, email and documents within 30 days.

5 93% of **data breaches** occur in less than one minute but it takes weeks for most companies to become aware of the breach.

6 Half of SMBs have **deficient back up** and stand to lose at least 40% of their data in the event of a disaster.

Despite the risks, only 23% of organisations use third-party backup as part of their Cloud Data Protection Strategy.

THE IMPACT OF A DATA BREACH

DID YOU KNOW?
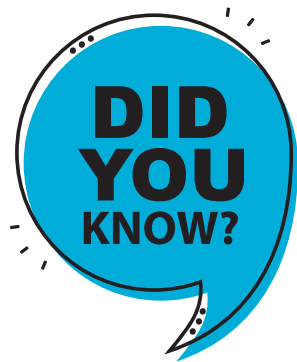
70% of SMBs close within a year of a large data loss incident.

- Irretrievable loss of access to files.

- Reduction in productivity and business operations.

- Business and reputational risk due to inability to access current or historical information.

- Breach of GDPR regulations and possible ICO sanction.

- Reduced integrity and availability of key client and supplier information.

- Loss of client trust due to inability to access information.

- Loss of time (and money) in dealing with a complex data recovery process.

PRACTICAL STEPS YOU CAN TAKE

DUDOBI'S CLOUD BACKUP CHECKLIST

- ☑ Create a catalogue of all of your cloud services

- ☑ Define a baseline backup regime for each cloud service

- ☑ Compare the standard cloud service backup against your baseline

- ☑ Configure your backups to ensure they meet your RPOs & RTOs

- ☑ Monitor your backups to ensure continuous backup cover

- ☑ Regularly run test restores to verify backup integrity

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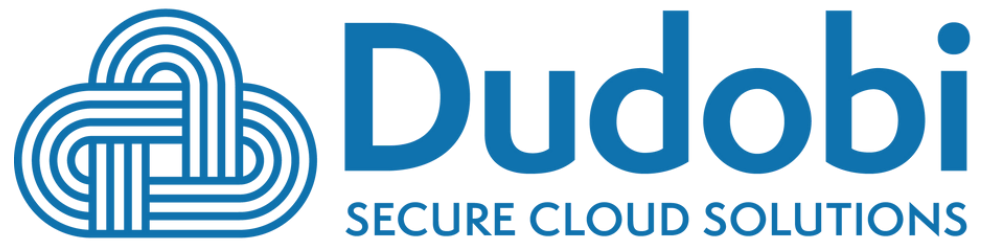
Dudobi draws on over 20 years of experience and industry best-practice to secure your cloud applications and protect you from unrecoverable data loss.

Our Cloud Backup & Data Protection offers:

- Automated and on-demand data backups.
- Unlimited data storage on a private, purpose-built cloud.
- Lifetime data retention.
- Recovery from data loss associated with ransomware encryption.
- Rollback of deleted data due to accidental deletion or inactive product licenses.
- Fast recovery after app outages.
- The only third-party solution that provides backup for Google Workspace.

TO LEARN MORE ABOUT OUR CLOUD BACKUP AND DATA PROTECTION SOLUTION, PLEASE GET IN TOUCH WITH US.

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Sources:
British Chamber of Commerce
https://www.bmc.com/blogs/state-of-cloud/
Datto's Global State of the Channel Ransomware Report
Verizon's Data Breach Investigations Report
Symantec's SMB Disaster Preparedness Survey