The SaaS Data Backup Dialogue – Why, How & Who to Trust.

Generating Interest in the SaaS Backup Solutions

As an MSP, your focus is new clients, share of wallet, and increased stickiness. One way to achieve that is by protecting the ENTIRE SaaS footprint. Solidifying your clients' understanding of why this is important may require some education. Consultative conversations must focus on raising awareness of ALL potential vulnerabilities that can compromise security and resilience. By managing your customers' entire SaaS footprint —not just the licenses you sold and implemented — you can fill coverage gaps, elevate business resilience, and ultimately boost your bottom line.

Conversation Starters to Raise SaaS Awareness

The following explorative prompts can raise client awareness about how little of their critical SaaS data is backed up and how inefficiently it's being used.

SaaS Backup Awareness Questions

- Do you have full visibility of all the SaaS apps in use in your organization?
- What percentage of your SaaS apps hold business-critical data?
- How many of those apps are currently backed up?
- Have you identified SaaS apps that different departments consider "must haves"?
- Are you concerned at all about unapproved SaaS apps being used?
- Have you done an inventory of all your SaaS apps to find overlaps and inefficiencies?

- Do you think your department will be tasked with assessing SaaS usage efficiency?
- Are you currently backing up one or all of the "big three" (Microsoft 365, Salesforce, Google Workspace), what would they rank as the next most-important SaaS apps to back up?
- Does it make sense to engage with other department/LOB stakeholders together to discuss the adoption and preservation of SaaS data?

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Follow Up Conversations

Your clients are not alone if they don't have full visibility: SMB organizations are **5X more likely** than larger organizations to be unsure of how many SaaS apps are in use. When discussing SaaS data backup with them, it's important to focus on providing comprehensive guidance and tailored solutions.

Begin by offering assistance in identifying all the SaaS applications in use across their organization, as this can often reveal shadow IT, unauthorized apps and SaaS sprawl. Propose creating a detailed inventory of all SaaS apps, segmented by department, to highlight where critical data is being stored and which teams rely most on SaaS solutions. Additionally, suggest offering an estimate of the cost associated with backing up business-critical data, ensuring that clients understand the value of protecting essential information without incurring unnecessary expenses. This approach emphasizes transparency and proactive support.

Conversation Starters About Resiliency & Security

After you've raised awareness about gaps in SaaS backup, it's time to move on to discovery regarding business continuity, redundancy, and cybersecurity.
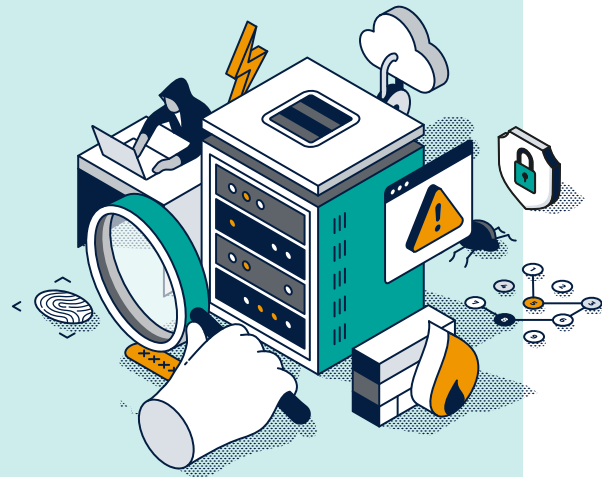
SaaS Data Resiliency & Security Questions

- Has your organization practiced restoring data from vendor-supplied backups? (If yes: what was your experience?)

- Do you devote staff and resources to managing manual exports of SaaS data? Would you need to in a data emergency?

- Do you have the internal resources to manage a manual restore of data from multiple SaaS vendor backups?

- Which SaaS vendors that you use would have API call restrictions for large uploads (as in an emergency restore)?

- Would a solution with low-touch restore capabilities improve your recovery response for RTO and RPO?

- Is your organization encrypting all downloads from SaaS apps?

- Do you have full oversight of admin/user access to make changes to SaaS backup data?

Top Causes of Data Loss

ACCIDENTAL DELETIONS
33%

ACCOUNT DELETIONS
30%

INSIDER THREAT
23%

RESILIENCY & SECURITY

Follow Up Conversations

When discussing resiliency and security related to SaaS data backup, be sure to highlight the risks of manual data management, which not only increases inefficiency but also invites human error. Automating SaaS backups reduces these risks, ensuring more reliable data protection and removing the potential for manual errors.

Automation also helps businesses meet their RTO and RPO targets more easily and prevents the **70% of businesses** likely to face unrecoverable SaaS data loss. It frees internal staff and resources, allowing focus on other critical tasks. Additionally, advanced solutions encrypt data in transit and at rest, preventing unauthorized access. Monitoring account access with MFA and requiring multiple approvals for changes to critical data adds another layer of security against insider threats.

Conversation Starters About Growth & Compliance

Implementing a robust SaaS data backup strategy is critical for putting your clients on a path for enduring growth that meets their evolving compliance needs. Here are some questions to get them thinking about the growth implications of their SaaS backup strategy.

SaaS Growth & Compliance Questions

- Is your organization planning on adopting more SaaS apps in the future?
- Would planning for increased storage of more cloud data be helpful?
- If you had to switch SaaS vendors quickly, would you have quick, easy access to data needing migration?
- Have you correctly set data retention periods for all backed up SaaS data?
- Are you storing customer data for quick access to meet privacy law compliance (like timely change in opt-in status)?
- If you had to comply with a customer privacy data audit, could you quickly gather sensitive customer data from all your SaaS apps?

> **"**
> **With today's hyper-focus on data security, SaaSAssure can be the one backup platform that enables IT leaders to protect all their SaaS applications and provide data recovery in the time they need it — whenever a disaster occurs."**
>
> **Brett Piatt** | CEO, CyberFortress

GROWTH & COMPLIANCE

Follow Up Conversations

When discussing SaaS data backup in the context of a client's growth and compliance strategy, it's important to emphasize the flexibility and control that comprehensive data backups provide. Businesses that manage their own backups can seamlessly switch SaaS vendors without the disruption or delays associated with manual data retrieval. Without proper backup, users may find themselves forced to download large volumes of data manually from their old vendor, hindering a smooth transition.

Additionally, compliance with evolving data privacy laws requires timely and accurate responses to customer requests for updates to their data permissions and status. Regularly backed-up and updated customer data ensures compliance and reduces the risk of non-compliance penalties. Furthermore, SaaS vendors may not always have retention policies aligned with industry-specific regulations. By controlling data backups, businesses can ensure that their data retention periods meet compliance standards and support long-term growth strategies.

A SaaS Backup Solution Built for Growth

Not all SaaS backup solutions are the same. Many were designed just to back up a few of the most-popular apps, leaving other kinds of business-critical data vulnerable to external and internal threats. They simply weren't built for today's heavy reliance on SaaS applications. With this in mind, you can begin guiding customers to solutions custom-built for the unique requirements and characteristics of their business-critical SaaS data.

Built for Security

- Built from the ground up with advanced cyber security as a core function, not an added feature.

- Uses the highest levels of encryption (256-bit AES encryption) for data both at rest and in transit.

- Keeps account and admin access secure with multifactor authentication.

- Allows admins to designate others to specifically approve any potentially harmful actions to data (deletions) to ensure vigilant access monitoring.

Focused on SaaS Data

- Includes pre-built connectors to many SaaS applications that hold business-critical data across multiple departments.
- Automates backups of SaaS apps with easy, agent-less setup that can be done in just minutes, allowing for seamless growth as new SaaS apps are on-boarded.

Designed for Flexibility

- Allows the client to choose where they want to store their data or use multiple locations.
- Let's users configure for incremental backups rather than constantly backing up complete data volumes.
- Includes point-in-time recovery.
- Allows for setting custom data retention periods that comply with regulations or to ensure consistent look-back periods for audits.

Intuitive, User-Friendly Features

- A multitenant solution that supports secure growth.
- Streamlined user interface that reports backup status and provides alerts and more-detailed logs for admins.
- Built-in pricing and account billing features that make it easy to track spend and provides data for clients as well.

Ready to Start Conversations about SaaS Data Backup?

Initiating conversations with clients about SaaS data backup is crucial for MSPs looking to strengthen relationships and demonstrate ongoing value. By addressing the real risks associated with SaaS data loss, you can offer practical, proactive solutions that solve immediate concerns while enhancing long-term trust. Offering SaaS data backup solutions not only protects clients' critical data but also opens the door to deeper engagements, ensuring that you remain indispensable to your clients' IT strategies and growth.

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