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Increase revenue with Carbonite® Backup for Microsoft 365

Many IT service providers have moved, or are in the process of moving, their customers to Microsoft 365. Microsoft 365 offers a variety of user benefits, including improved security, easier collaboration, increased mobility, and simplified pricing, among other things. It also offers benefits for service providers, such as ease of deployment and management, lower operating costs, and a foot in the door to other cloud services.

Carbonite® Backup for Microsoft 365 represents another potential opportunity for IT service providers. However, you may need to educate customers about its importance. According to a 2019 study by Enterprise Strategy Group, 68% of organizations mistakenly think SaaS environments don't need backup or are backed up by the provider.

Benefits for IT providers

- Automatic backups of customer accounts four times a day.
- Protection for the entire Microsoft 365 suite – including Exchange, Groups, OneDrive, Public folders, SharePoint and Teams.
- Site-level rollback or recover individual items including mailboxes, conversations and files.
- Centralized management for all customers from a single dashboard.
- Award winning 24 × 7 support.

Talking to customers about Microsoft 365 backup

Many organizations don't understand the importance of backing up Microsoft 365. So, you will likely run into questions or objections. Below are some talking points to frame your discussions.

SaaS data requires backup just like local data. Many believe that because Microsoft 365 data is in the cloud, it is automatically protected. This is only half true. Microsoft has built-in redundancy to prevent customer data loss on their end. However, they don't make any guarantees about restoring Microsoft 365 data that was accidentally deleted or corrupted. In fact, Microsoft recommends third-party backup for day-to-day operational recoveries.

File sync and share is not backup. Relying on file sync and share tools like Microsoft OneDrive as a form of backup can result in data loss. Here's why: If a file is deleted or corrupted, FSS automatically syncs that change with the secondary copy. In other words, data is instantly deleted or corrupted on both sides. FSS tools are designed for collaboration and productivity rather than data protection.

The Deleted Items folder is not enough. Microsoft 365 does retain files in a Deleted Items folder for a period following deletion (14 days is the default, can be increased to 30 days). Beyond that, if a user needs to restore older files they are out of luck. Additionally, the Deleted Items folder does not offer ransomware protection or full system recovery. So, even if you can recover, it is a manual process that can be time-consuming. Finally, Microsoft cannot prevent a user from permanently deleting folders from the Recycle Bin.

Downtime equals revenue loss. When important files are lost, productivity is obviously impacted. This isn't merely an inconvenience. When employees can't perform their day-to-day tasks, revenue loss is inevitable. Be certain to make this clear in conversations with customers.

Decommissioning former employee accounts saves money. For customers with retention requirements, maintaining former employees' Microsoft 365 licenses can be expensive. Carbonite® Backup for Microsoft 365 allows them to retain their files and email at a fraction of Microsoft licensing costs.

Potential go-to market strategies

Carbonite® Backup for Microsoft 365 offers subscription pricing, designed to match your services billing model. We offer competitive pricing that allows you to build in the margin you need on Microsoft 365 backup as a service. Additionally, Carbonite's Partner Program features sales incentives that reward you for growing your business.

There are a number of ways service providers go to market with Carbonite® Backup for Microsoft 365. First and most straightforward is to simply offer it as a standalone service. This could be a good approach for customers that have an in-house IT team but have outsourced some IT tasks to you.

Another option might be to bundle backup with other Microsoft 365 services. If you already provide Microsoft 365 administration and management for customers, adding backup as a line item or simply as a part of the service can be a relatively easy sell.

Some IT providers bundle all of their backup services into a single package—server, endpoint and cloud apps backup for a single monthly fee. This approach has a few potential benefits. First, you get more flexibility on markup, because customers are negotiating a single fee (as opposed to nickel and diming each service separately). And second, it ensures that you have all the tools you need at your disposal to deliver services effectively. In other words, a customer can't opt-out of Microsoft 365 backup only to be dissatisfied with your service if you can't recover files.

In the table below, you'll find pricing for three potential Microsoft 365 + Carbonite backup options.

Solution (per-seat, one-year licenses)	Annual Price (MSRP)	Margin (assuming average discount of 25%)
Microsoft 365	$150	$37.50
Microsoft 365 + Carbonite® Backup for Microsoft 365 (100 GB)	$198	$49.50
Microsoft 365 + Carbonite® Backup for Microsoft 365 (100 GB) + Carbonite® Endpoint (100 GB)	$273.50	$68.38

Ultimately, the services you choose to provide and the strategy you take will be dictated by your preferences and customer needs in the region you serve. There is no single "right" way to go to market with Microsoft 365 backup.