

Solution brief

The importance of cloud-to-cloud backup

Why Software as a Service (SaaS) providers recommend using third-party apps or services

Overview

All too often, businesses who are using SaaS applications believe that their data is safe because it is in the cloud. However, the Shared Responsibility Model doesn't protect your data. Similar to when data was stored on-premises, your data is your responsibility. In the cloud, you are still susceptible to human error, outages and cyber threats. Moreover, even though SaaS providers have a high availability rate for their services, they are not liable for any disruption or data loss you may suffer as a result. That's one of the many reasons why SaaS vendors recommend using a third-party service to back up your business critical data.

Who is responsible for securing your data under the shared responsibility model?

Simply put, SaaS providers are responsible for securing the infrastructure and the applications that the data resides in and the customer is responsible for the data itself. The chart gives a more in-depth look at where a SaaS provider's responsibility typically stops and where yours begins.

Shared responsibility model



Data



Security



Regulatory

SaaS provider's responsibility

Infrastructure: Maximizing the uptime of services	Data center protection: Protection for the infrastructure itself	Data processor: Process and handle data per customer's instructions
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Your responsibility

Data and information: Endpoint devices, accounts and access management	Data protection: Protection from cyber threats and human error (backup and security)	Data controller: Onus of consent, access, privacy, retention and meeting legal requirements
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Who is responsible for the data?

- > Only 13% of IT professionals understood that they are solely responsible for backing up the data for SaaS applications. (ESG, 2021)
- > 35% wrongly assume that their SaaS vendor is responsible for data protection, when it is solely their responsibility. SaaS providers are only responsible for the availability of the service itself and not the recoverability of the data within the platform. (ESG, 2021)



Iron Mountain and Carbonite: better together

Unfortunately, SaaS providers cannot protect you from data loss due to malicious intent, outages, sync errors, hackers or malware. When you add human error and more security incidents in the mix, you have a significant cybersecurity gap that can cause business-critical data loss.

These providers offer powerful platforms; however, many lack daily backup and archiving processes. Native options to restore deleted items are cumbersome, time-bound and destructive because they overwrite existing data. Furthermore, once your data has been deleted from the recycle bin, manually or automatically, it's permanently gone – which is painful from both a data loss and compliance perspective.

Iron Mountain and Carbonite eliminates this by removing both technical and time constraints. Whether you need to restore an item granularly or an entire site restore, Iron Mountain Cloud-to-Cloud Backup powered by Carbonite is faster, easier and more reliable than relying on the SaaS provider's native capabilities.

Limitations of SaaS provider's native capabilities

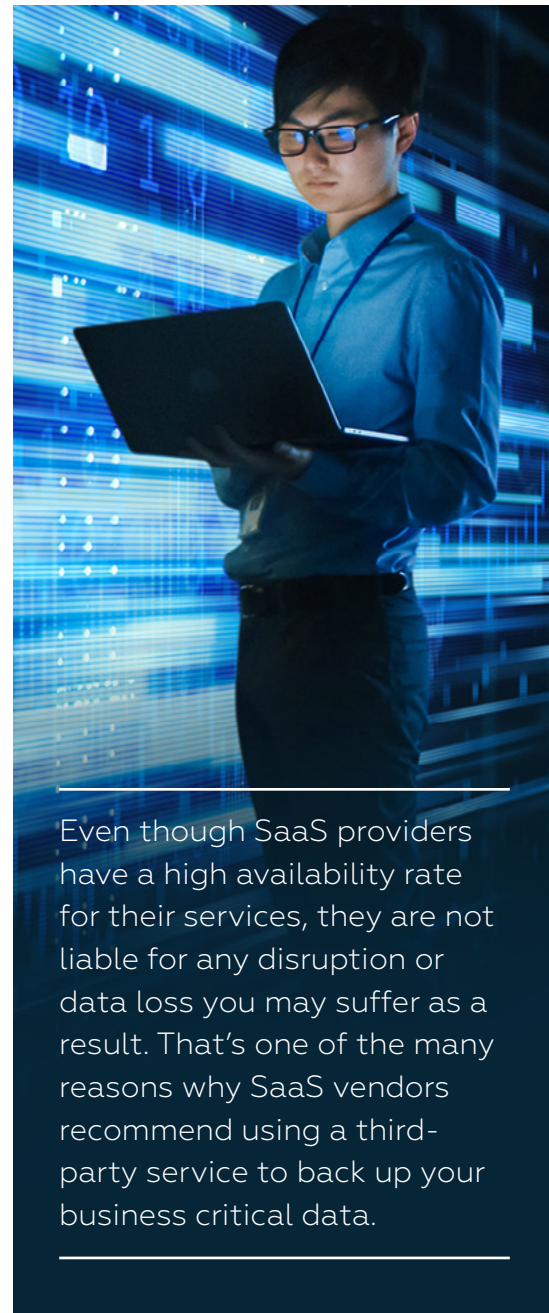
- If retention policies are not set, you can only recover deleted items from the past 30 days.

- If an active file is deleted, all versions are deleted as well. File versions are not isolated recovery points.
- Recovering from a litigation hold is possible, but there isn't a way to run a granular search.

With Iron Mountain Cloud-to-Cloud Backup powered by Carbonite, you can:

- Automate backups of Microsoft 365, Google, Salesforce, Box and Dropbox.
- Get fast, flexible and granular restoration of items, mailboxes or sites.
- Easily recover data with point-in-time recovery.
- Browse daily snapshots and run searches.
- Feel more secure with full redundancy.
- Store more with unlimited storage and retention.
- Reduce headaches with Carbonite's Phenomenal Support®.

To learn more, visit: ironmountain.com



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About Iron Mountain

Iron Mountain Incorporated (NYSE: IRM), founded in 1951, is the global leader for storage and information management services. Trusted by more than 220,000 organizations around the world, and with a real estate network of more than 85 million square feet across more than 1,400 facilities in over 50 countries, Iron Mountain stores and protects billions of information assets, including critical business information, highly sensitive data, and cultural and historical artifacts. Providing solutions that include secure storage, information management, digital transformation, secure destruction, as well as data centers, art storage and logistics, and cloud services, Iron Mountain helps organizations to lower cost and risk, comply with regulations, recover from disaster, and enable a more digital way of working. Visit www.ironmountain.com for more information.

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