

The Importance of SaaS Backup

The shift towards Software as a Service (SaaS) applications such as Microsoft 365, Google Workspace, Salesforce, and others has transformed how businesses operate. These platforms offer flexibility, scalability, and cost efficiency—but they also introduce new challenges around data protection. A widespread misconception persists that data stored in the cloud is automatically backed up and fully protected, however this is not the case and businesses still hold responsibility for the data. SaaS providers operate under a “shared responsibility” model, where the security and availability of the platform infrastructure is their domain, while safeguarding data against loss, accidental deletion, internal threats, or misconfiguration remains the responsibility of the business.

Why SaaS Backup is Essential

Cloud applications typically include limited retention policies and basic recovery capabilities, which are not designed to offer comprehensive backup or disaster recovery. Microsoft, for instance, retains deleted emails for only 30 days by default, unless policies are manually adjusted. Meanwhile, data lost due to ransomware, user error, or account deactivation can be permanently unrecoverable without a dedicated backup solution.

Research shows that 74% of businesses have experienced data loss in SaaS environments, often due to accidental deletion, security incidents, or failed retention settings. The impact of these losses ranges from productivity downtime to regulatory fines and reputational damage.

Key Business and Technical Benefits of SaaS Backup

Centralised Data Protection and Simplified Management

SaaS backup solutions consolidate the backup and recovery of data across multiple platforms into a single pane of glass. This centralisation simplifies administration for IT teams, allowing for unified policy enforcement, automated scheduling, and granular access controls. Backup administrators can efficiently manage workloads without the need for complex manual interventions.

Granular Restore and Point-in-Time Recovery

Unlike native platform tools that often restore entire mailboxes or drives, enterprise-grade SaaS backup solutions allow granular recovery—enabling IT teams to restore individual emails, calendar items, contacts, files, or folders. Some systems support point-in-time recovery, which is invaluable for recovering data as it existed before a corruption event or attack.

This level of precision is particularly important for regulated industries or businesses dealing with complex data lifecycles.

Ransomware Recovery and Immutable Storage

Ransomware is a growing threat, with 50% of UK businesses reporting cyber attacks in 2023. Modern SaaS backup solutions use immutable storage, ensuring that backed-up data cannot be encrypted or tampered with—even by attackers who have gained elevated privileges.

In the event of a ransomware breach, backup administrators can instantly roll back to clean versions of files or environments, eliminating the need to negotiate with cybercriminals or suffer prolonged downtime.

Regulatory Compliance and Legal Readiness

Data protection regulations such as the UK GDPR, FCA guidelines, or industry-specific compliance frameworks demand that businesses retain certain data for specific periods and ensure recoverability. SaaS backup solutions enable the configuration of retention policies and legal hold functionality, supporting compliance with minimal manual effort.

Moreover, the ability to quickly retrieve and audit historical records strengthens an business's position in legal or regulatory disputes.

Support for Offboarding and Data Retention Post-Employment

Employee turnover can result in critical knowledge and communications being lost if accounts are simply deleted. SaaS backup ensures that data from deactivated users—emails, files, chats, and more—remains accessible and exportable, preserving business continuity and institutional knowledge.

This functionality also aids HR and legal teams in accessing historical correspondence or documents when required.

Scalability and Cost Predictability

SaaS backup solutions are designed to scale alongside your business. Whether you're onboarding hundreds of new users or migrating workloads across cloud services, modern backup tools grow with you. Many solutions operate on a per-user, per-month pricing model, offering predictable costs and reducing capital expenditure compared to traditional backup infrastructure.

Automation reduces the risk of human error, while integration with identity platforms (e.g., Azure AD, Google Identity) ensures that user changes trigger the appropriate backup policies without manual intervention.

How can TwentyFour Support and Secure your SaaS Backups

The consequences of inadequate data protection for businesses could be significant, ranging from operational disruption to reputational and financial losses. A well-implemented SaaS backup strategy transforms your business's resilience posture, giving IT teams the confidence to recover quickly from unexpected events, meet regulatory demands, and support evolving business requirements.

Businesses that treat SaaS data with the same level of importance as on-premise workloads place themselves in a much stronger position to maintain service continuity, support compliance, and future-proof operations.