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Collaborative tools can't substitute for true backup solutions

The hidden risks of relying on cloud collaboration for data protection

Cloud Collaboration Platforms (CCPs) and backup solutions serve different purposes when it comes to data protection. A true enterprise backup solution is built to automatically protect all critical data across endpoints, SaaS apps, and servers — without relying on users to take action.

It ensures that business data remains secure and can be quickly recovered when needed. In contrast, CCPs are designed for file syncing and rely on users to decide what gets stored. This selective approach leaves significant gaps, making CCPs an unreliable substitute for a dedicated backup solution.

CCPs can't meet enterprise restore needs

	CCPs	Enterprise Backup
Ransomware Recovery	Limited recovery options No mass point-in-time restore Auto-sync spreads malware	Guaranteed recovery Immutable storage Isolated, secure data Full point-in-time restore
Data Migration	Manual, IT-intensive No profile or settings backup	Automated, seamless Full system & settings migration
Legal Hold & E-Discovery	Limited retention No file preservation outside of sync	Custom retention Preserve-in-place compliance No user effort needed

Do more with enterprise backup

Automatic, continuous backup:
Protect all enterprise data

Automatic backups eliminate the human risk factors of manual backups, running seamlessly in the background without disrupting productivity. Enterprise backup is continuous and designed for version retention, so IT and end users can restore files, emails, and system data to nearly any point in time.

Comprehensive, effortless data security:
Fight cyber threats

End-to-end encryption secures critical business data as it moves across endpoints, SaaS apps, and servers, ensuring compliance with strict security regulations. With on-premises key management, enterprises maintain full control over their data, preventing unauthorized access.

Complete IT visibility and control:
Reduce time spent on administration

A single administrator can manage enterprise-wide backups from one console, ensuring full visibility across endpoints, SaaS apps, and servers. This centralized control allows IT to focus on strategic initiatives rather than repetitive troubleshooting.

Robust restore functionality:
Get back to work faster

Full-system, point-in-time restores accelerate recovery and minimize downtime. Enterprise backup reduces IT workload and helps users resume operations quickly, mitigating costs and productivity losses caused by device failures or cyberattacks.

Relying on CCPs?
Here's why enterprise backup is the smarter choice

As businesses increasingly rely on cloud-based productivity applications, it's tempting to use CCPs as a substitute for enterprise backup. However, this approach comes with serious risks and potential business costs. With a true enterprise backup solution in place, organizations can maximize the benefits of cloud-based collaboration while ensuring comprehensive protection for endpoints, the Microsoft 365 suite, and servers. This guarantees secure data backup, robust security, and reliable restores, forming the backbone of a strong business continuity strategy.

CrashPlan™

CrashPlan provides cyber-ready data resilience and governance in a single platform for organizations whose ideas power their revenue. Trusted by entrepreneurs, professionals, and businesses of all sizes worldwide, CrashPlan's comprehensive backup and recovery solutions ensure the safety and compliance of data without disruption, anywhere at any time.