

REPORT

Axcient Channel Coverage State of Microsoft 365 Backup

 Microsoft 365



Axcient



ABOUT THIS REPORT

This report provides a data-driven download around Microsoft 365 migration and backup. The Axcient State of Microsoft 365 Backup and Protection Report highlights ways MSPs can increase margin and drive additional value to end clients by leveraging Microsoft 365 Backup as part of a layered security approach. In this report, see MSP survey responses describing just how many of their clients have Microsoft 365 backup, why they have it, and just how much additional margin an MSP can make by adding 365 Backup to their stack.

This report is based on statistics pulled from a survey of 79 individuals supplied by the Channel Pro Network in December 2019-2020.



20%

More than **20% of MSPs**
still manage over 50 clients
using on-premise Exchange





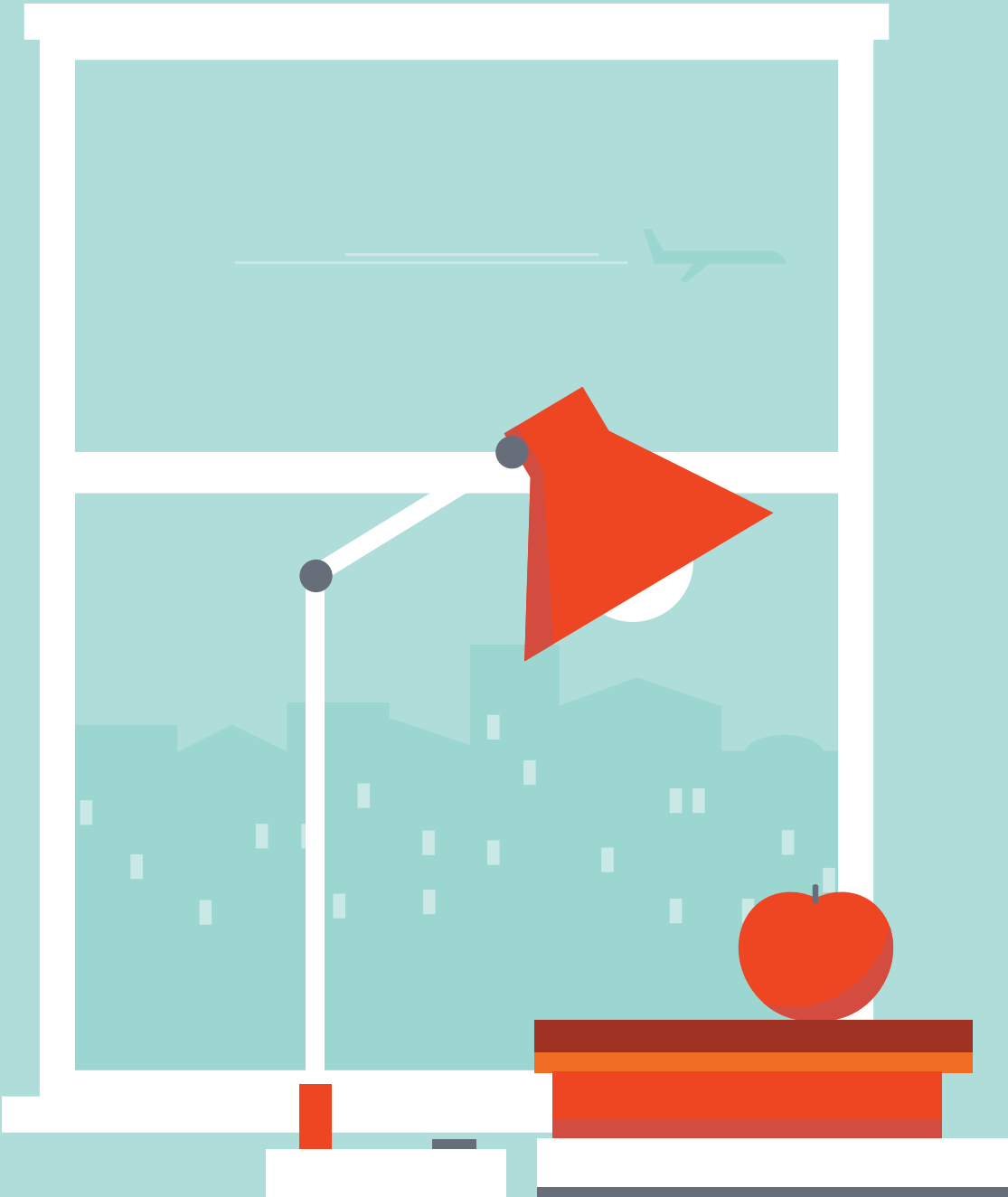
42%

of MSPs have seen at least 50 of their clients migrate to Microsoft 365

Since the start of the COVID-19 crisis, our MSP partners have reported more than a **3x increase** in teams usage by their clients.

Over 40%

of MSPs use Axcient
or another 365 backup provider.





92%

of MSPs are aware that Microsoft does not guarantee against data loss.

Yet over half of the MSPs surveyed **only had 10%** of clients utilizing a Microsoft 365 backup solution.

Top 5 Reasons End-Users Purchased Microsoft 365 Backup



- 1. Security** **37%**
- 2. Compliance** **31%**
- 3. Microsoft SLA** **14%**
- 4. Human Error** **13%**
- 5. Malicious Employee** **5%**

“Minimally, and I mean at the very minimum, it takes 48 hours to restore if we have to talk to Microsoft. I think the last one we did took about three weeks! So you can imagine the huge impact on clients’ businesses to be missing data for even two days.”

– Liam Broughton, Service Director // Avagio

5%

Nearly half of the MSPs we surveyed only make up to 5% margin with Microsoft 365.

Over 70%

of MSPs that add Microsoft 365 Backup to their stack make as much as 20% additional margin by pairing the solution with 365.



Additional Resources

[5 Ways to Turn Microsoft 365 into a Profitable Service Offering](#)

[The Importance of Business Continuity Planning for Microsoft 365 as Ransomware Attacks Spike](#)

[Microsoft 365 Protection Sales Skyrocket Using Axcient Marketing Portal for UK MSP](#)

[The ABCs of Filesystem Cybersecurity: Why Google Workspace Needs Extra Protection](#)

[Why Should You Care How Your Backups Work?](#)



Interested in how you can increase your margins with Microsoft 365 backup?

Reach out to one of our team members and try Axcient x360 Microsoft 365 Backup today. By rolling out Microsoft 365 backup for your clients, you can offer significant value by way of business continuity and security all while increasing margins and ensuring client data is secure and restorable.

Visit axcient.com/products/x360cloud for more information or, Start your FREE 14-day trial with Axcient Microsoft 365 backup today: info.axcient.com/trial-signup

ABOUT AXCIENT:

Axcient is an award-winning leader in business continuity and disaster recovery for Managed Service Providers (MSPs). Axcient x360 provides one platform for MSPs to Protect Everything™, and includes BCDR, Microsoft 365 and Google Workspace backup, and secure sync and share. Trusted by more than 3,000 MSP partners worldwide, Axcient protects business data and continuity in the event of security breaches, human error, and natural disasters.

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