



## IS YOUR GOOGLE WORKSPACE DATA AT RISK?

Can you imagine getting work done without SaaS applications like Google Workspace (formerly G Suite)? Even before the pandemic forced businesses to go remote, the adoption numbers of Google Workspace were growing steadily.<sup>1</sup>

While these tools are great for productivity and collaboration, there is a common misconception that the data stored on these cloud suites are protected by the application provider. Proceeding without addressing this issue can spell disaster for your business.

Not only does data loss lead to penalties, costly disruptions and operational downtime, but it can also even end in business closures.

### HERE'S WHAT YOU NEED TO KNOW

#### FACT #1



#### Data stored on Google Workspace is not as safe as you think

Google Workspace data is backed up on Google's data centers. However, this is specific to incidents related to Google's infrastructure only, it does not safeguard your data against accidental data loss.

#### FACT #2



#### Data in Google Drive Trash is automatically deleted after 30 days

If you are too late to reach out to your administrator, the data will be purged from Google's systems.

#### FACT #3



#### Cloud-to-Cloud SaaS backups offer multiple benefits

Say goodbye to manual data restoration with a frictionless cloud-to-cloud SaaS backup solution, saving you time, effort, and cost.

### WHAT CAUSES GOOGLE WORKSPACE DATA LOSS?

#### Accidental or illegitimate deletions

Everyday human error plays a role in 64% of data-loss incidents.<sup>2</sup>



#### Malicious insiders

Insiders have a hand in 23% of all electronic crimes.<sup>3</sup>



#### Hackers and external actors

Cybercriminals may corrupt data by deploying malware and ransomware.



#### Programmatic errors

Also called 'sync errors', these can cause data loss in a flash without an 'undo' option.

### OVERCOME VULNERABILITIES WITH CLOUD-TO-CLOUD BACKUP



Reliable data protection for Google Workspace data



Easy data recovery and restoration



Hassle-free deployment and no additional requirements in terms of resources



Minimize downtime and ensure improved business continuity



Improve team productivity while reducing costs and help-desk tickets



Helps satisfy regulatory obligations for log records and risk management

Sources: (1) Statista (2) Aberdeen research (3) The CERT Insider Threat Center at Carnegie Mellon University

Get in touch with us to learn how to fully back up your Google Workspace data, so that it's fully recoverable.

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