

# Long-Term Access to Actionable Data as a Competitive Advantage

## Minimize Compliance Risk in a Microsoft 365 World



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According to IDC's CloudOps and Cloud Data Management Survey, 2023, business data is growing the fastest in software-as-a-service (SaaS) environments.



Respondent organizations, especially large enterprises, cited Microsoft Azure AD, Microsoft 365, and Salesforce as the top 3 SaaS environments for business-critical data.

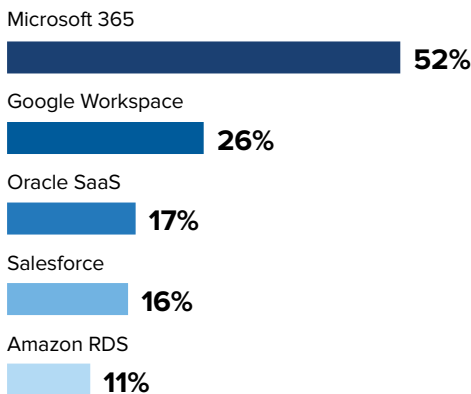


With business-critical data growing in Microsoft 365 environments, data loss is the greatest concern.



### Data Loss Fears in SaaS Environments

*Q. In which of the SaaS and PaaS environments currently in use in your organization are you most concerned about data loss, accidental deletion, lack of recovery, lock-in, or discovery and auditing challenges?*



Source: IDC's CloudOps and Cloud Data Management Survey, 2023 (N = 1,057)

Microsoft 365 is at the center of business productivity for organizations, with users adding more than 2 billion documents and emails each day, as revealed at the Microsoft Inspire event held in July 2023. According to Microsoft's FY23 Q3 earnings report, the Teams application alone has surpassed 300 million monthly active users.

IDC's CloudOps and Cloud Data Management Survey, 2023, conducted among 1,057 organizations, revealed that Microsoft 365, Azure AD, and Dynamics 365 environments have the fastest growth of business-critical data, especially among large organizations (1,000+ FTEs).

### Evolving from the Status Quo in the Data-Driven Era

Much of the data in the Microsoft 365 environment is unstructured, making traditional methods of content management and processing less effective. IDC's CloudOps survey revealed that more than half of IT and business leaders (52%) are most concerned about data loss with Microsoft 365. In a similar survey, conducted in 2021, 42% of organizations cited Microsoft 365 in relation to data loss fears. The latest CloudOps survey therefore reveals that Microsoft 365 data loss fears are growing in line with Microsoft 365 adoption.

The cloud computing model is one of shared responsibility, with user organizations being responsible for data, security, compliance, preservation, and data access based on business needs.

Nevertheless, IDC research demonstrates that SaaS data management and data preservation strategies are still an afterthought for most organizations. This is risky.



### The Path to Microsoft 365 Data Preservation and Access Success

One-third of the data in Microsoft 365 needs to be retained for the long term (seven years or more). In some highly regulated industries, such as licensing and venturing, legal services, financial services, healthcare, and government, critical data is retained for even longer.

The loss or inaccessibility of data retained in Microsoft 365 for the long term can occur through a lack of policy-driven retention, unreadable formats, slow retrievals, cost inefficiencies, and/or accidental or malicious deletions.

In conversations with IDC, a U.S. government agency stated that it is mandated to retain electronic planning and infrastructure records for up to 100 years, or for the life of the asset, for operational and maintenance needs. Another example is a major food & beverage company which said it wants to retain digital brand and packaging assets to protect intellectual property and to support new product innovation.

Making long-term data retention and retrieval the norm is critical for organizations with unique data governance requirements. As per IDC's 2023 CloudOps survey, data availability is the number-one capability (deemed essential) for successful data governance and management for 44% of organizations.

Yet the above survey also revealed that fewer than 13% of organizations rated their cloud governance and automation capabilities as "excellent."

## Rethinking Long-Term Data Preservation

Traditional archiving practices are the key reason for excellence being harder to achieve. Organizations often rely on separate, IT-administered, archiving software that requires manual processes and has limited or no user search capabilities.

Without modern archiving and data preservation solutions that are fully integrated into the Microsoft 365 environment, data availability in the latest readable formats is harder to achieve, especially with long-term data retention growing so fast.

While Microsoft 365 backup and archiving solutions are a good starting point for the short- and medium-term retention and recovery of data, other complementary archiving solutions should be considered for long-term and permanent data retention, as technology and file-format obsolescence impacts data availability.

### De-risking long-term and permanent data retention in Microsoft 365 through integrated archiving and digital preservation capabilities can deliver business value such as:



- Protecting business critical data for long-term use
- Reducing the risk of data loss due to obsolescence
- Ensuring compliance with GDPR and the upcoming DORA regulation
- Multilayered data security
- Automating and simplifying information governance by making it integral to the everyday workflow

- Data resilience and de-risking SaaS lock-in
- Rapid self-service access to critical archived data and records for business users
- Cost-effectiveness by preserving data in business-friendly formats in the correct storage tier to ensure easy retrieval
- Improved records management

## From a boardroom perspective, these benefits span four key areas of data management.

Key Data Management Areas



In the era of AI everywhere, organizations that fully utilize and derive the greatest value from data will achieve demonstrably better business outcomes.

## IDC predicts that, by 2027, the need for faster, higher-quality data-driven decisions will cause 80% of G2000 CIOs to mandate companywide data logistics strategies for data management, protection, and integration.

Savvy organizations are already laying the foundations.

According to IDC's CloudOps survey, one-quarter of IT budgets are dedicated to managing data. IDC believes a significant portion will be used to modernize archiving and governance capabilities with a focus on access and compliance.

IDC recommends information and risk professionals explore archiving and digital preservation solutions integrated into Microsoft 365 workflows to achieve simple compliance and data retrieval, minimize compliance risk, and maximize the value of data in Microsoft 365.

### Are you ready?

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Preservica is changing the way organizations around the world protect and reuse long-term digital information. Our unique Active Digital Preservation™ archiving software automatically keeps files in readable formats over decades, ensuring they can always be quickly actioned for freedom of information, compliance, legal, brand, and knowledge reuse.

Preservica has recently collaborated with Microsoft to launch Preserve365® to simplify compliance by making archiving, digital preservation, and access to long-term data part of the Microsoft 365 experience.

[Learn more](#)



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