HUMAN ERROR: An accidental document (or M365 workspace) deletion, device theft or spilled liquids on a laptop

ADMIN ERROR: Admins could mistakenly alter permissions to a workspace or fail to deploy proper retention settings

MALICIOUS INSIDERS: Disgruntled employees may delete, corrupt or remove access to important data

CYBERCRIME: Threats such as ransomware put data and finances at risk by holding stolen information hostage

Top Causes of Data Loss

53% Malicious attacks	26% Technology failures	21% Human error

0%   20%   40%   60%   80%   100%

Reference: dribble.com

What causes Data Loss?

$3.86 million
The average cost of a data breach (a 10% growth in the last five years)

54%
The percentage increase in downtime-related costs between 2018 and 2019

Side effects of data disruption

Reduced employee productivity

Delay in product or service development

Inability to provide essential services

Decline in revenue

Its Costly