

The Top 5 Backup and Archiving Myths

ninjaOne®

Myths about SaaS backup and archiving lead to critical missteps in data protection. Here are five worth debunking before they cost you.

Myth 1:

Cloud services like Microsoft 365 and Google Workspace automatically protect all data

Fact:

While platforms like Microsoft 365 and Google Workspace offer basic protections such as short-term data recovery from recycling bins or trash folders, they are not designed to provide comprehensive backup and archiving functions. Neither ensures full recovery in case of user error, data corruption, or ransomware.

For example, Microsoft 365 only saves deleted emails and files in the recycle bin for up to 90 days and [recommends](#) keeping third-party backups of your data (Microsoft Services Agreement Section 6b).

Myth 2:

Backup and archiving are not crucial for your business

Fact:

Data breaches and system failures happen more often than most businesses expect. The global average cost of a data breach was [\\$4.4 million](#) in 2025, compared to a few dollars per month for a comprehensive backup and archiving solution.

Myth 3:

All backup and archiving solutions are the same

Fact:

Many vendors offer backup solutions, but not all are created equal. Common issues include:

- **Siloed backup and archiving:** Most vendors treat them as separate products.
- **Modular pricing:** Buying backup and archiving separately drives up cost.
- **No compliance support:** Not every backup tool is built for regulated industries.
- **Limited data coverage:** Calendars, tasks, and other critical data often get left out.

Myth 4:

Only regulated businesses need backup and archiving

Fact:

Non-regulated businesses find value in data backup and archiving. Here are some use cases:

- Audits can require accurate data records going back six or more years (IRS, SEC).
- Lawsuits and investigations may require Microsoft 365 or Google Workspace data to be put on legal hold, so it cannot be altered or deleted.
- Universal search across archived data speeds up queries to a single click.

Myth 5:

You need to pay to get your data back

Fact:

There are solutions that don't hold your data hostage. Some less-reputable providers charge data retrieval or penalize you for exporting, especially when switching services. However, the right solution won't hold your data hostage.

Conclusion

Backup and archiving myths can be dangerous. Operating on faulty assumptions leaves data exposed and erodes trust.

The good news: the right platform can eliminate guesswork. NinjaOne Backup® brings backup directly into your technician workflow alongside patching, monitoring, and automation, so you can standardize protection, recover fast when it matters, and grow without adding tools or overhead.

Learn more