**Email template - Existing Office 365 MSP Clients Nurture Backup & Archive Services**

Probax Partner Digital Marketing Toolbox

***<Subject line>***

Is your Office 365 data protected and recoverable 24/7?

***<Headline****>*

**Your Office 365 is highly available.   
But is it recoverable?**

***<EDM Body****>*

Dear <Name>

Did you know that availability and recoverability are not the same?

When it comes to your Office 365 data, Microsoft provides high availability and is responsible for managing and maintaining everything from the underlying infrastructure to the application itself. Whether it be email via Exchange Online, portals and collaboration via SharePoint Online, or messaging via Teams, Microsoft has implemented multiple redundant technologies ensuring their services remain connected and available.

But Microsoft doesn’t back up Office 365.

While they do offer some data retention services, there is no offline, independent copy of the information you store on the platform.

This means that your business may not currently be protected against accidental deletions, security threats or retention policy gaps.

**Introducing Office 365 Backup & Archive**

We’ve recently expanded our service offering for our managed Office 365 customers to make it easier to get protected with backup and archive.

We can support you to protect your data with a range of benefits, including:

* **Total Office 365 protection**, including protecting Exchange Online, portals and collaboration via SharePoint Online, or messaging via Teams.
* **Power and flexibility** to quickly restore individual Office 365 items.
* **Compliance assurance** knowing all legal and compliance obligations are met
* **Predictable price assurance** with fixed monthly pricing per mailbox and unlimited storage and retention.

***<And/or include contact details>***

# **Contact us to get protected**

If you’re ready to discuss how to protect your Office 365 data with backup and archive services, simply click below.

***<CTA button>***

**Click here to protect   
your Office 365 data**

Contact us on *<insert your sales phone number>* or at *<insert your sales email address>*.