APOLLO365 BAAS

Backup as a Service (BaaS)

Where Microsoft's support scope ends—and ours begins

POWERED BY

METCLOUD

Total access, control and protection of Microsoft 365 data

Microsoft provides a wide array of powerful services within Microsoft 365, but a comprehensive backup of your Microsoft 365 data is not one of them.

This eBook will guide you through where Microsoft's support scope ends – and where the Apollo365 backup solution begins, delivering complete peace of mind.

Data Loss Factors

ACCIDENTAL DELETION

27% of businesses

have experienced data loss due to accidental deletion.

RANSOMWARE AND MALWARE

50% of businesses

report having major cyber security breaches or attacks within the last 12 months.

EMPLOYEE ACTIONS

In 2025, 34%

of data breaches were from insiders.

Email (Outlook & Exchange Online)

How Microsoft Handles Deleted Emails

Deleted Items Folder
Emails stay here until users manually remove them.

Recoverable Items Folder
After deletion from "Deleted Items," emails remain here for 30 days before being permanently purged.

Retention Policies
Organisations can configure longer retention, but this requires admin setup and management.

Permanent Deletion
After the retention window closes, emails are irretrievably deleted—Microsoft cannot restore them.

Key Takeaway

Microsoft provides a 30-day recovery period for deleted emails. After that, it's gone—unless you're protected by a third-party backup solution.

Files (OneDrive & SharePoint)

What Happens When Files Are Deleted?

Recycle Bin
Deleted files remain accessible here for 93 days.

Second-Stage Recycle Bin
Once removed from the initial bin, files are moved here for an additional 93 days.

Retention Policies
Organisations can configure policies for longer retention, primarily for legal or compliance purposes.

Permanent Deletion
After the 93-day window (or custom retention period), files are permanently purged and unrecoverable by Microsoft.

Key Takeaway

Microsoft offers up to 93 days of file recoverability. Beyond that, your data needs a secure, independent backup solution.

Admin Recovery Options

What Admins and Microsoft Can (and Can't) Do

Microsoft Support
Can only assist with recovery within retention periods. After permanent deletion, there's no recovery path.

eDiscovery & Legal Hold
If configured in advance, some deleted items may still be accessible.

User Account Deletion
When an account is deleted, Microsoft retains associated data for 30 days, after which it's completely wiped.

Backups
Microsoft recommends third-party backup solutions to ensure long-term data protection.

Key Takeaway

If a user is accidentally deleted and 30 days have passed, both their account and all associated data are lost—unless you've backed it up elsewhere.

Where Apollo365 Steps In

Beyond Microsoft: Continuous Protection with Apollo365

Apollo365 fills the gap left by Microsoft's limited data recovery windows.

With our solution, you can:

- Recover emails, files, and user data well beyond Microsoft's retention periods.
- Set custom retention ranges–from 1 year to forever.
- Protect against accidental deletion, data corruption, and user error.
- Ensure compliance with industry-specific data retention regulations.

Our support begins where Microsoft's ends. Once Microsoft's 30 or 93-day windows close, Apollo365 keeps your data safe, searchable, and recoverable.

Why Choose Apollo365?

Compliance
Meet all necessary regulatory and legal data retention requirements with ease.

Automated Backup
Enjoy scheduled and real-time automated backups that reduce human error.

Emergency Data Retrieval
Recover data quickly in critical situations with fast, accessible backups.

Simplified Management & Monitoring
Centralised dashboard makes it easy to manage and monitor all backup activity.

Cost Effective
Scalable, consumption-based pricing that grows with your business and reduces unnecessary costs.

Tailored Managed Backup Solutions
Customised backup plans to meet your unique business needs.

Minimised Downtime & Enhanced Reliability
High availability and fast recovery reduce operational disruptions.

Business Continuity Assurance
Ensure seamless access to business-critical data–even during outages or attacks.

Reports
Detailed, actionable reports on backup performance, status, and history.

Microsoft 365 is powerful–
but not built for long-term
data protection. Relying
on its retention alone puts
your business at risk.

Apollo365 keeps your data
safe, recoverable, and
compliant–whenever you
need it.

- Prevent permanent loss
- Reduce downtime
- Stay compliant

Protect your Microsoft 365
data with Apollo365.

Contact us today.

Let's get connected.

Contact us to see how we can make BaaS work for your business.

Call 0121 227 0730 and speak to one of our experts.

Email the team. hello@metcloud.com

Visit our website for more information. apollo365.co.uk

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