

SMALL BUSINESS, BIG CLOUD

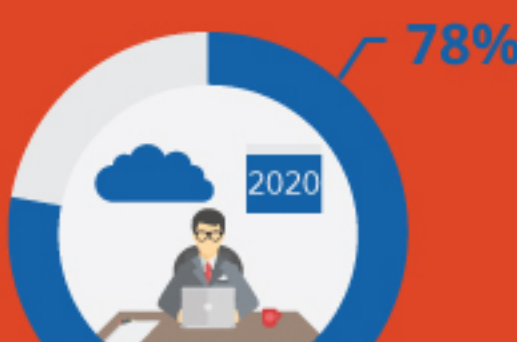
THE GROWTH OF CLOUD AND ADOPTION OF MICROSOFT OFFICE 365 BY SMALL BUSINESSES

THE RISE OF CLOUD COMPUTING

Cloud computing, mobility solutions and collaboration were the highest SMB priorities for 2015.



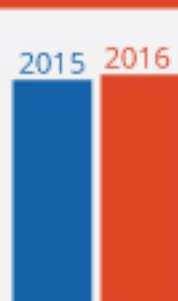
Worldwide spending on public cloud services will grow at a **19.4%** compound annual growth rate (CAGR) from nearly **\$70B** in 2015 to more than **\$141B** in 2019.^[1]



78% of U.S. small businesses will have fully adopted cloud computing by 2020.^[2]



70% of those organizations already using Cloud expect their adoption to increase over the next 12 months.^[3]



According to a survey, **95** percent of respondents are now using cloud up from **93** percent in 2015.^[4]



Companies now rely on the cloud for their most important asset—their data and ideas.

SMALL BUSINESSES' RAPID ADOPTION OF OFFICE 365

Microsoft Office 365, the cloud-based version of the well-known software suite, has been around for six years.

In the meantime, no less than **60 million** commercial users have signed up.^[5]

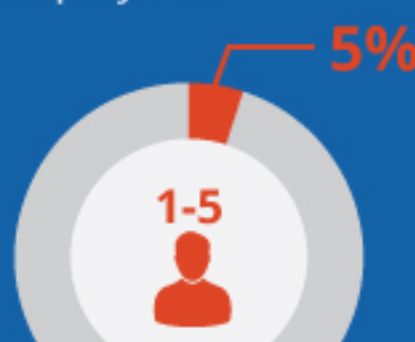


Each month, another **50,000** small businesses are added to the total.^[5]



Adoption rate of Office 365 grows as business size grows

It has been found that the adoption is **5%** at SMBs with 1-5 employees, whereas it reaches **17%** for SMBs with 101 to 250 employees.^[6]



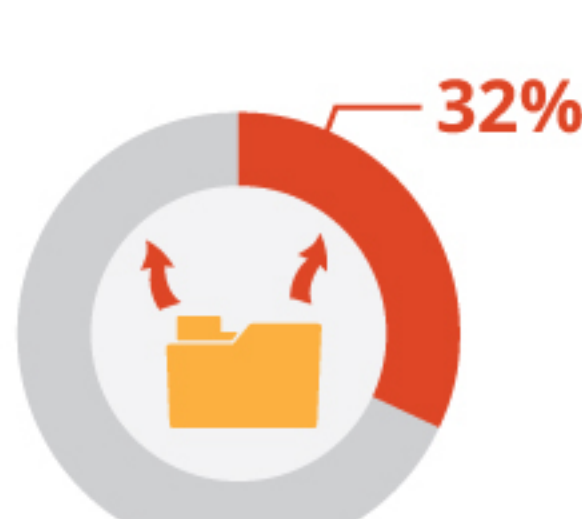
Most organizations have important data stored in the cloud.



However, what if this data stored in the cloud is lost?



Using cloud-based applications like Office 365 does not mean that your company is protected from all types of data loss.



Research suggests that **32%** of companies have already experienced SaaS data loss in some form.^[7]

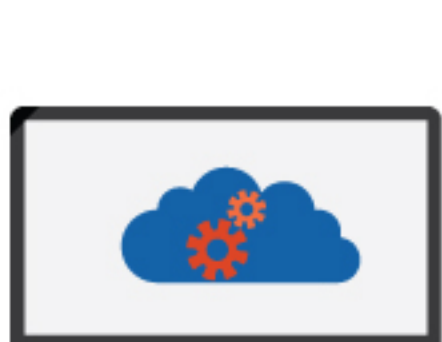


While that may conjure images of hackers lurking in the shadows of the Internet, you may be surprised to learn the identity of the primary offenders when it comes to data loss: it's actually you and your team.



As a matter of fact, over **70%** of SaaS data loss is accidental — whether it's down to files being mistakenly deleted (**47%**), accidentally overwritten (**17%**), or overwritten by another application (**7%**).^[7]

WHAT TO LOOK FOR IN CLOUD BACKUP FOR OFFICE 365



Easy setup



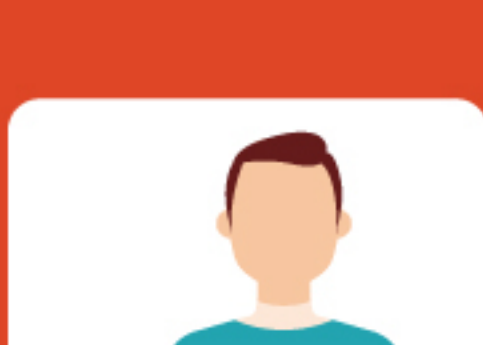
Automatic backup



Efficient, self-service recovery



Secure encryption



Scalable backup-grows with your user base



Unlimited retention

Sources:

- [1] <http://www.forbes.com/sites/louiscolombus/2016/03/13/roundup-of-cloud-computing-forecasts-and-market-estimates-2016/#6d3bcce74b0>
- [2] <http://www.forbes.com/sites/louiscolombus/2015/05/04/roundup-of-small-medium-business-cloud-computing-forecast-s-and-market-estimates-2015/#40aa26ca1646>
- [3] <https://www.cloudindustryforum.org/content/uk-cloud-adoption-trends-2016>
- [4] <http://www.rightscale.com/blog/cloud-industry-insights/cloud-computing-trends-2016-state-cloud-survey>
- [5] <http://www.windowscentral.com/there-are-now-12-billion-office-users-60-million-office-365-commercial-customers>
- [6] <http://offers.skykick.com/office365cloud>
- [7] <http://spanning.com/blog/are-you-at-risk-for-data-loss-in-office-365/>

UNITRENDS