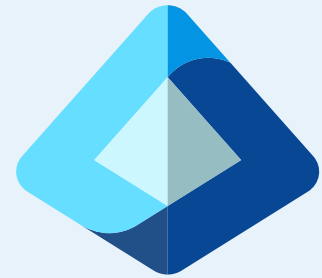




Why backup Entra ID (formerly Azure AD)?



Did you know that Microsoft Entra accounts are 50 times more likely to be compromised?

According to Microsoft's VP of Identity Security, Microsoft Entra accounts sees 50 million password attacks per day. In fact, Entra ID accounts are 50 times more likely to be compromised than consumer Microsoft accounts.

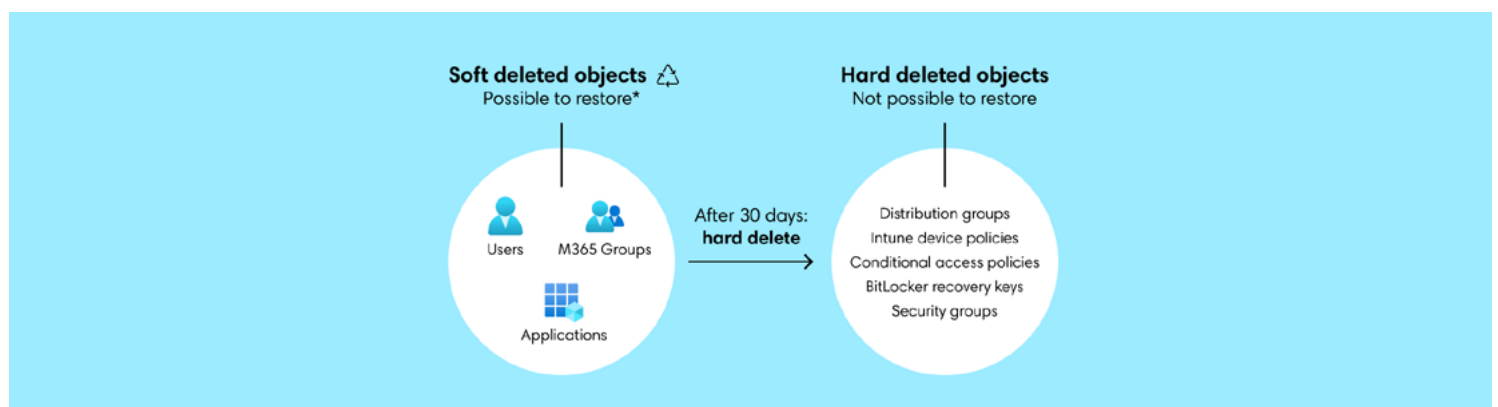
If Entra ID becomes compromised in an attack, it has much larger implications than just deleting a file. You may not even be able to login to your cloud apps or your computer, making it impossible for users to do any work.

Why you need Entra ID backup

Have you ever thought about what happens if your Entra ID environment gets encrypted and you can't access the key to your organization's identities, policies, and configurations?

Before engaging Keepit, one customer lost \$2.5 million in a single day because their Microsoft Entra tenant was encrypted. At the time, they did not have backup for their Microsoft Entra tenant and had to spend countless days and resources on manually rebuilding the entire tenant to become operational again.

The problem: As many organizations are making greater use of Microsoft Entra cloud-only attributes such as conditional access policies, Intune device policies, service principals, and BitLocker. Those cloud-only objects are not covered by Microsoft's recycle bin or your on-premises Active Directory backup.















Keepit helps you stay operational with backup and recovery of your entire Microsoft 365 environment, including Entra ID, to eliminate downtime as well as negative impact on end users.



Leading protection for Entra ID

Keepit gives you the market's broadest and most [advanced coverage for Entra ID \(formerly Azure AD\)](#) with all the comprehensive recovery capabilities you need to ensure productivity and business continuity. The benefits include:

- Back up cloud objects not covered by the Recycle Bin
- Extend the retention and the ability to recover Microsoft entra objects
- Ability to selectively roll back changes
- Preserve important records for compliance purposes
- Recover lost data in disaster scenarios
- Increase IT efficiency

 Users	 Groups	 Roles	 Admin Units	 Audit logs	 Sign-in logs
 Conditional Access Policies	 App Registrations	 Enterprise Apps	 Bitlocker Recovery Key	 Intune Device Configuration	 Intune Device Compliance

"Our normal traditional backups for Azure Directory aren't necessarily covered by any Azure AD backup...Now that we have Keepit, we are covered. No data loss, no user downtime. If we needed to, we could get back up and running at a very short period of time

Ken Schirmacher,
Chief Technology Officer



About Keepit

The world's only independent, vendor-neutral cloud dedicated to SaaS data protection, Keepit is trusted by thousands of companies worldwide to protect and manage their cloud data. Leading analysts agree Keepit is the fastest and most secure enterprise-class SaaS backup and recovery service. keepit.com



Talk to us: sales@keepit.com — Get free protection of Entra ID. [Click here to sign up.](#)