

8 Reasons Veeam Protects Microsoft 365 Data Better Than the Competition

25+ SaaS backup vendors protect Microsoft 365, including AvePoint, Barracuda, Commvault, Keepit, and Rubrik. Still, Veeam offers unique benefits for Microsoft 365 data protection that the general competition does not match.

Safest Investment: Veeam is the Most Proven Microsoft 365 Backup Solution

- ✔ **Veeam:** Invest in Veeam for peace of mind, since Veeam is the #1 and most proven Microsoft 365 backup solution, battle-tested by 23.5+ million users. (800+ Microsoft 365 reviews for 4.5/5 on G2, GPI, PS, TR).
- ✘ **Competition:** Risk your backups with a less established solution. Competitors rarely protect more than 5 million users. No competitors protect over 11 million users. (most vendors have less than 100 reviews).

Cost control: Veeam Prevents Unexpected Costs with True All-Included Licensing

- ✔ **Veeam:** Avoid unplanned costs as data grows and hidden fees for major capabilities like advanced search, since Veeam's license includes unlimited storage and all capabilities at a fixed price per user.
- ✘ **Competition:** Face unpredictable costs as data grows, since vendors regularly charge extra storage fees beyond 50 GB per user, or extra fees for capabilities that Veeam includes for free, like eDiscovery.

Higher productivity: Veeam Minimizes Administrators' Workload with Automation

- ✔ **Veeam:** Reduce your backup administrators' workload by shortening or automating manual tasks with capabilities like advanced search and bulk recovery, and by delegating tasks to end-users with a self-service restore portal and to IT operators with customizable role-based access control (RBAC).
- ✘ **Competition:** Complete routine tasks with more time and effort, since vendors regularly lack advanced capabilities (e.g., finding specific objects in large backups with vendors that lack cross-user search). You cannot delegate restores to end-users, as half the competition lacks a self-service portal.

Data sovereignty: Veeam Stores Backups in the Region of your Choice

- ✔ **Veeam:** Store backups in any cloud region around the world to optimize performance or adhere to local compliance, security, and regulatory requirements, or change location over time to adapt to your evolving IT strategy (Technical Support needed in some scenarios).
- ✘ **Competition:** You cannot always store backups where needed, since several vendors offer only 5 or 6 locations worldwide. Also, vendors rarely let you change backup location after the initial setup.

Speed and control: Veeam Offers Both with Microsoft 365 Backup Storage

- ✔ **Veeam:** Get speed, scale, data resilience, and flexibility with Veeam Data Cloud Premium, which combines Veeam Data Cloud and Microsoft 365 Backup Storage into a single platform. Veeam keeps licensing costs low and predictable with a fixed price per user, no matter the amount of data.
- ✘ **Competition:** Lack the backup and recovery speed you need at scale, since most competitors do not integrate with Microsoft 365 Backup Storage, and the few competitors that do charge considerably more than Veeam, as they price their premium offering per capacity, not user.

Microsoft 365 + Entra ID: Veeam Protects Both services with the Same Platform

- ✔ **Veeam:** Protect Microsoft 365 and Entra ID with a single platform for simplicity. This is useful since Entra ID is required in some Microsoft 365 data recovery scenarios. Lower costs by bundling Entra ID with Microsoft 365 backup, so that you only need to license Microsoft 365 users, not all Entra ID users.
- ✘ **Competition:** Protect only Microsoft 365, since many vendors do not protect Entra ID. Vendors that protect Entra ID typically do not support all Entra ID objects or require more user licenses than Veeam.

Reduced data loss: Veeam's Low RPO Reduces Data Loss

- ✔ **Veeam:** Reduce data loss by running backups as often as three times per day for a recovery point objective (RPO) of eight hours.
- ✘ **Competition:** Lose more data since many vendors run backups only once a day for an RPO of 24 hours.

Safest investment: Veeam's Exit Strategy Eliminates Long-Term Vendor Lock-In

- ✔ **Veeam:** Avoid vendor lock-in and protect your investment in backup, since you may retain your backups if you end your Veeam subscription and may use Veeam's free powerful search and recovery tool to recover your backup data to Microsoft 365 afterwards.
- ✘ **Competition:** Lock yourself into the backup vendor who keeps charging you until you no longer need your backups, since they rarely let you migrate backups off their cloud if you end your contract. The few vendors that offer an exit typically charge \$1-4/GB and offer impractical free recovery tools.

Don't take our word for it! Read through the 350+ verified five-star Microsoft 365 reviews on [G2](#), [TrustRadius](#), [Gartner Peer Insights](#), and [PeerSpot](#).