



BTS TECHNOLOGIES

IT Services | Phones | Security



Roger Wentowski
President

BTS Launches Program to Backup Microsoft 365 for Local Businesses

Leading MTSP Takes a Proactive Approach to Securing Valuable Information

BIRMINGHAM, AL – June 18, 2024 - BTS, a leading managed technology services provider, has announced the launch of a comprehensive program designed to backup Microsoft 365 for small to mid-sized businesses (SMBs). With the increasing reliance on cloud-based solutions like Microsoft 365 for storing critical business data, BTS recognized the importance of taking proactive measures to secure this valuable information.

Businesses rely on Microsoft to manage their data backup process; however, hackers are targeting Microsoft users, and even if the company is allocating resources, adhering to responsible data practices and increasing their investment towards fortifying their cybersecurity defenses, the sheer volume of attacks has resulted in numerous breaches. For example, as recently as November 2023 Microsoft said state-backed Russian hackers accessed emails of senior leadership team members. While there was only a very small percentage of accounts breached, hackers still accessed files and remained undetected until January 12th. While it's simpler to rely blindly on Microsoft, businesses

need to take responsibility for making sure their cyber risks are managed properly.

BTS's Microsoft 365 backup solution offers numerous benefits to businesses seeking to safeguard their data. One of the primary advantages of this program is minimizing the risk associated with relying solely on Microsoft's infrastructure. In the event of a disruption, such as a system outage or cybersecurity breach, businesses not only face the potential of irretrievable data loss—but they also face the much more likely scenario whereby they have to wait for long data recovery periods, and costly downtime. By implementing a backup solution, independent of Microsoft's default backup services, businesses can actually mitigate their risk and ensure the continuity of their operations.

Furthermore, BTS's program enables companies to granularly restore emails, files, and SharePoint sites, providing added flexibility and control over their data. In an era where millions of hackers are constantly targeting Microsoft 365, diversifying backup solutions has become imperative for any business with sensitive data. While Microsoft still boasts a strong track record of uptime, the reality is that no system is entirely immune to threats. BTS's program offers an additional layer of protection,

ensuring that businesses have access to their valuable information even in the face of unforeseen circumstances.

Moreover, BTS is providing unlimited storage for seven years, making it an ideal solution for archiving and compliance purposes, which is especially important for insurance reasons. Unlike other backup solutions that charge based on data usage, BTS offers a cost-effective, flat-rate pricing model, guaranteeing data retention.

Roger Wentowski, President of BTS stated, "Many companies are outsourcing the backup of their data to Microsoft, assuming that their information is secure. However, this approach leaves them vulnerable, as organizations have limited access to recover data immediately in the event of a data loss incident. With our program, businesses can rest assured knowing that their data is backed up securely and that we have access to facilitate data restoration when needed."

ABOUT BTS TECHNOLOGIES, INC.

Founded in 1976, BTS Technologies is Alabama's leading managed technology services provider. The company's mission is to increase its customers' profitability, improve their

productivity and give them a competitive advantage by implementing the right technology. BTS Technologies is the only provider that protects its customers from the two risks of technology - obsolescence and cost. As its customers' trusted technology advisor, BTS Technologies has earned the position as the market leader and its customers' business

through quality products and services.

BTS Technologies is a premier Member of Technology Assurance Group, an organization of leading managed technology services providers (MTSPs) in the United States and Canada representing \$800 million in products and services. This means that the organization is the ultimate

resource for Managed IT Services, Cybersecurity, Cloud Solutions, Business Phone Systems (VoIP), and Video Surveillance. BTS Technologies delivers future technology today! For more information, please visit please call 205.290.8400 or visit us at www.askbts.com.