



## WHITEPAPER

# Why You Need to Back Up Google Workspace and How MSP360 Helps

Part of the appeal of a cloud-based productivity suite like Google Workspace is that you don't have to install or manage it.

This does not mean, however, that you're free from responsibility for backing up Google Workspace. On the contrary, Google doesn't back up your data for you, and it's not responsible for data loss that you may suffer due to issues like accidental data deletion. For these reasons, it's critical to have a third-party backup solution in place for Google Workspace.

Keep reading for an overview of why backing up Google Workspace is so important, and how to do it with MSP360.

## Key Reasons to Back Up Google Workspace

Again, although Google Workspace is a fully hosted and managed service, there are a number of situations that could arise where you suffer permanent data loss.

One is data deletion by users inside your organization. Either accidentally or intentionally, users could delete files that turn out to be important. In that case, once the files are removed from Workspace, Google offers no means for recovering them.

Another risk is that third parties could access files stored in Google Workspace. This could happen if you intentionally or accidentally configure sharing settings that allow third-party access. When third parties can access your files, they may delete or modify them, and you typically won't be able to restore the originals via Google Workspace.

Consider, too, the risk of ransomware attacks in which hackers who breach your systems deliberately remove or encrypt your Workspace files. Here again, Google won't be able to restore the files for you, and it will not take responsibility for the attack if it was due to an issue in your configuration.

Last but not least, in certain cases you may be required by compliance mandates to demonstrate that you are backing up your data, even if the data is part of a hosted platform like Google Workspace. For example, [HIPAA includes certain data backup requirements](#) for protected information.

## Why Companies Need a Third-Party Solution for Google Workspace Backups

Google Workspace offers no built-in data backup tools. For that reason, you'll need a third-party solution to back up and protect data stored in Google Workspace.

With a modern, third-party backup tool, you can benefit from features such as:

- ▶ Automatic, continuous backup of data stored in Gmail, Google Drive, Google Calendar, shared cloud drives and so on.
- ▶ Simple, fast connections that allow you to back up data quickly.
- ▶ Flexible backup storage options, allowing you to choose exactly where and how you store backup data.
- ▶ Flexible data retention rules that put you in control over how long backups are retained.
- ▶ The ability to recover individual files or entire folders or drives.

## The Benefits of MSP360 Backup for Google Workspace

MSP360 Backup provides all of these features by fully supporting Google Workspace backups.

With MSP360, you'll enjoy the ability to back up all of your Google Workspace data, so you never have to worry about overlooking certain files.

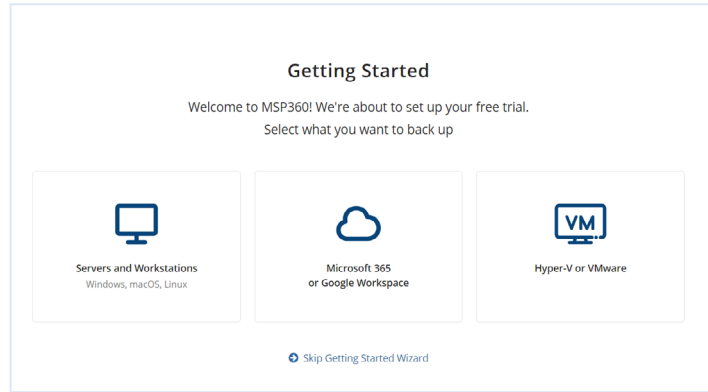
MSP360 also provides flexible storage and data retention features. It supports a variety of backup storage solutions, including AWS, Backblaze B2, Wasabi, Microsoft Azure and more. In addition, MSP360 offers simple and convenient reporting features and audit logs so you can demonstrate that backups are being performed, as well as track who accesses backup data.

The fact that MSP360 comes with simple licensing, allowing you to configure license allocations for individual users as needed, makes the platform all the more beneficial, especially if you need to back up multiple Google Workspace instances or accounts.

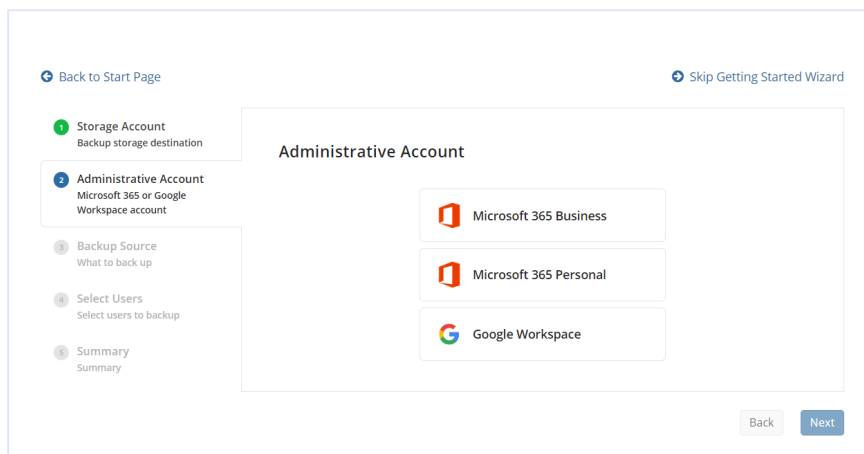
## How to Create Google Workspace Backup with MSP360 Managed Backup

MSP360 Managed Backup for Google Workspace is a cloud-based tool, so you only need to connect it with your account and perform a basic configuration.

To start the free trial, go to the [MSP360 Managed Backup](#) product page and click the **Free Trial** button. Fill in the form and click the **Free Trial** button. You'll then be redirected to the Getting Started Wizard in the web control panel. Here, you need to select what you need to back up. Click the **Microsoft 365 or Google Workspace** button to start backing up Google Workspace right away.



In the next step, you need to log in to your administrative account. Select the one you need from the list and click **Next**.



By default, you'll be granted 1 TB of MSP360 Storage powered by AWS with a 30-day free trial. However, MSP360 Managed Backup is a flexible and reliable backup solution that is natively integrated with all major storage providers, like AWS, Wasabi, Backblaze B2, Microsoft Azure, and Google Cloud.

MSP360 Managed Backup can protect everything within your Google Workspace account, including Gmail, Google Drive, Contacts, Calendar, and shared drives.



With MSP360 Managed Backup, you can also easily export user accounts to PST file format and ensure access to data in the event of future issues.

[MSP360 Managed Backup for Microsoft 365 and Google Workspace 2.0 with Export to PST](#)

While backing up your data, it's extremely important to meet regulatory compliance, and MSP360 Managed Backup can help you with custom retention policies available for Google Workspace. You can create the retention policy for Mail, Drive, Contacts, Calendar, Shared Drives and exported PST files.

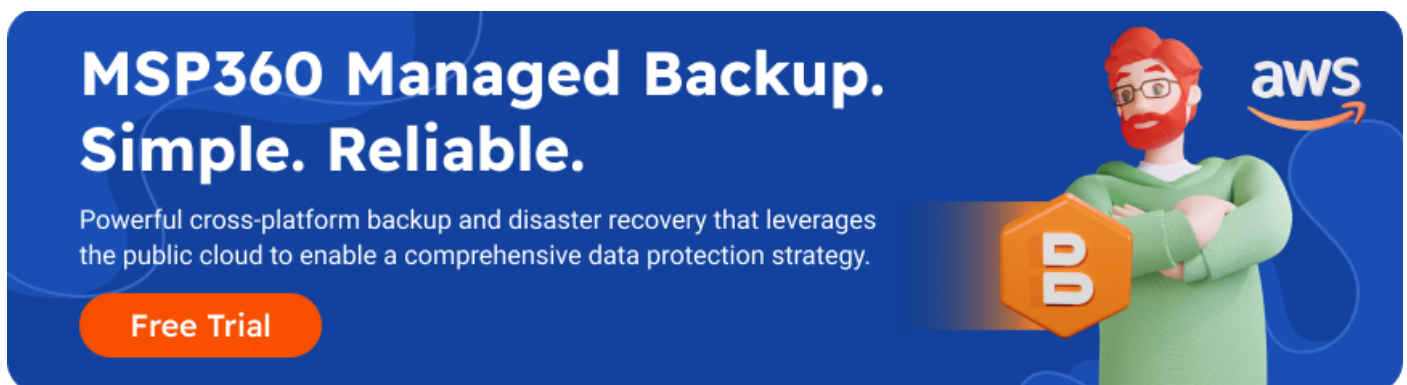
The screenshot shows a 'Create Retention Policy' dialog box. The 'Name' field contains 'Mail'. The 'For Service' dropdown is set to 'Mail'. Under 'Delete Older Than', the value is '30' days, and the 'From' radio buttons are set to 'Date of Backup'. The 'Purge Delay' is set to '1' day. There is a 'Disable' checkbox and 'Create' and 'Cancel' buttons at the bottom.

The screenshot shows a 'Create Retention Policy' dialog box. The 'Name' field contains 'Drive'. The 'For Service' dropdown is set to 'Drive'. Under 'Delete Older Than', the value is '30' days, and the 'From' radio buttons are set to 'Date of Backup'. There is a checked checkbox for 'Always Keep the Latest Revision' and an unchecked checkbox for 'Revisions to Keep' with a value of '1'. The 'Purge Delay' is set to '1' day. There is a 'Disable' checkbox and 'Create' and 'Cancel' buttons at the bottom.

MSP360 Managed Backup offers advanced security features to help users fully protect their data. For instance, you can grant users limited permissions or remove them completely. Also, MSP360 Managed Backup offers the highest-possible level of backup protection with [Object Lock \(immutability\)](#).

Immutable backups are not vulnerable to ransomware, unattended access, or human factors. Even if you lose all your data, an immutable backup will help you to rebuild everything from scratch, using clean, uncorrupted data.

The other great feature is granular recovery; you can recover single emails, individual files, and folders. This makes data recovery after an accidental data deletion easier.



**MSP360 Managed Backup.**  
**Simple. Reliable.**

Powerful cross-platform backup and disaster recovery that leverages the public cloud to enable a comprehensive data protection strategy.

[Free Trial](#)

## Conclusion

It would be nice if cloud-based platforms like Google Workspaces automatically protected you against the risk of data loss. But they don't. There are a variety of scenarios – ranging from accidental data deletion by users, to ransomware attacks – in which you can lose important information in Google Workspace, with no ability to recover it from inside the platform.

That's why deploying a backup solution like MSP360 is critical for protecting your Google Workspace data. MSP360 provides a flexible, scalable and cost-effective backup solution for keeping the data inside Google Workspace and a variety of other cloud-based or on-premises resources safe, no matter which type of data you manage or how it's stored.

## About MSP360

Established in 2011 by a group of IT professionals, MSP360™ (formerly CloudBerry Lab) provides cutting-edge SaaS solutions that are simple, cloud-based, and profitable for Managed Service Providers.