FLEXENTIAL



BaaS: Understanding the true cost of modern data protection

Learn today's backup challenges—and how modern BaaS reduces cost, risk, and recovery time.

Most backup failures aren't about having data—**they're about trusting it**

89%

Up to **89% of ransomware** attacks target backup systems

INFRASTRUCTURE COSTS OVER TIME

Challenge	BaaS
✗ Hardware refresh cycles every 3–5 years	✓ No hardware to purchase
✗ Maintenance and overhead	✓ Storage included as a service
✗ Ongoing storage expansion	✓ Elastic scaling on demand
✗ Growing physical footprint	✓ Predictable, lower lifecycle cost

Backup infrastructure costs grow over time. BaaS costs scale with you.

SECURITY AND RISK EXPOSURE

Challenge	BaaS
✗ Backups can be altered or deleted by attackers	✓ Immutable backups protect data from modification
✗ Admins can shorten retention policies	✓ Retention cannot be changed or deleted early
✗ Failed recoveries	✓ Clean, verified recovery points
✗ Limited audit visibility	✓ Full audit logging and traceability

Backup alone doesn't stop ransomware—immutability does

COMPLIANCE AND LONG-TERM RETENTION

Challenge	BaaS
✗ Manual policy enforcement	✓ Automated retention enforcement
✗ Early deletion	✓ Object-level immutability
✗ Limited audit readiness	✓ Audit-ready with full traceability
✗ Gaps in regulatory alignment	✓ Supports SOX, HIPAA, FINRA, GDPR

Compliance requires proof—not just storage

THE REAL COST OF BACKUP FAILURE

$4.45 MILLION

Average cost of a data breach
(IBM Security)

21 DAYS

Average ransomware downtime
(Industry average)

Challenge	BaaS
✗ Corrupted or altered backups	✓ Verified immutable backup copies
✗ Slower recovery timelines	✓ Faster recovery from verified restore points
✗ Increased downtime and revenue loss	✓ Reduced operational and financial impact
✗ Potential legal and compliance exposure	✓ Clean long-term copies for compliance and audit

The highest cost isn't backup—it's recovery failure

Modern BaaS combines automated policies and layered protections to keep data untouchable, recoverable, and compliant.

Result: Faster recovery, lower risk, stronger resilience

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