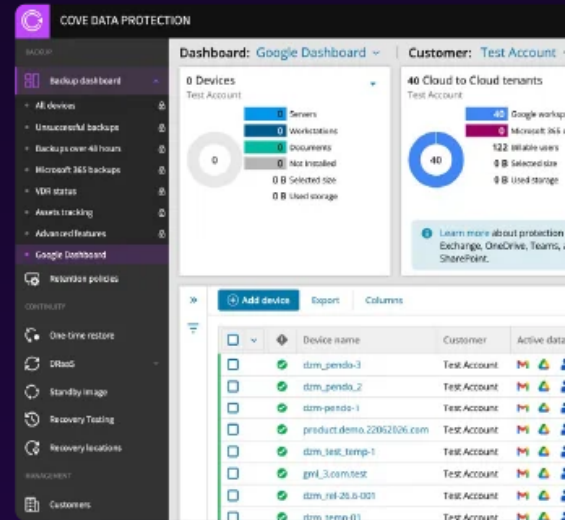


Five Reasons Google Workspace Still Needs Dedicated Backup

Native retention and tools like Google Vault™ help manage data. Dedicated backup answers a different question — how quickly and completely you can restore it.



Google Workspace™ is business-critical for many organizations. An additional dedicated backup and recovery solution helps extend data protection beyond native retention — giving IT teams a reliable way to restore Gmail™, Google Drive™, Contacts™, Calendar™, and other key Google Workspace data when it matters most.

REASON 1

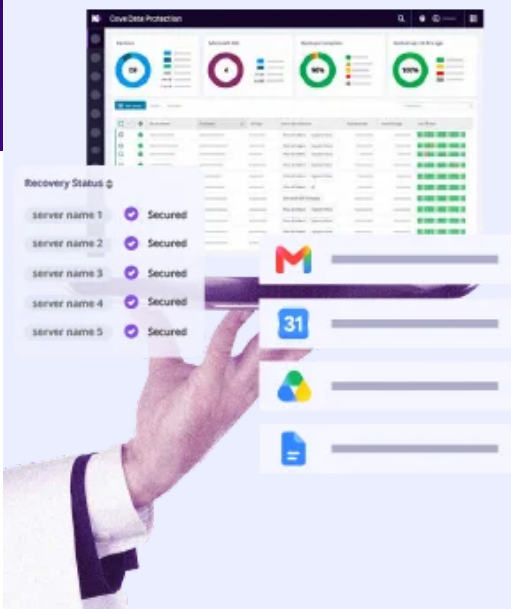
When data is gone, can your team get it back — on their own terms?

Retention policies are built to manage data lifecycle effectively. Dedicated backup is designed to complement them, giving teams an additional, independent layer of control over how data is protected, stored, and recovered when it matters.

REASON 2

Deleted users can create recovery gaps

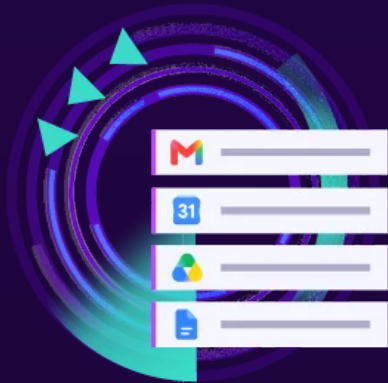
When a Google Workspace user is deleted or loses their license, access to that account and its data can become limited quickly. Dedicated backup is designed to help keep critical data accessible and recoverable — including historical emails, files, and contacts tied to that account.



REASON 3

Accidental deletion still happens

Emails, files, and folders can be deleted by mistake at any time. Dedicated backup helps teams stay prepared, so an accidental deletion doesn't have to mean permanent data loss.



REASON 4

Business-critical data may need longer-term retention

For many organizations, particularly those in regulated industries, data retention requirements extend well beyond the defaults of any cloud productivity platform. Dedicated backup can support multi-year retention across Gmail, My Drive, Shared Drives, Contacts, and Calendar.

REASON 5

Your data is your responsibility

Google keeps the platform running, secure, and available. But under the cloud shared responsibility model¹, the content you store in Google Workspace – and the ability to recover it – is your organization's responsibility. Dedicated backup is designed to help put that recovery capability in your hands, as part of a broader data protection strategy.

What to consider when evaluating Google Workspace backup

Coverage: Which Google Workspace services are protected? Look for Gmail, My Drive, Shared Drives, Contacts, and Calendar.

Security: How is backup data encrypted, stored, and protected against accidental deletion or ransomware?

Retention: How long can data be retained and recovered if it is deleted, changed, or removed with a user account?

Operational simplicity: Does the solution require a separate console and pricing model, or does it fit into a workflow your team already knows?

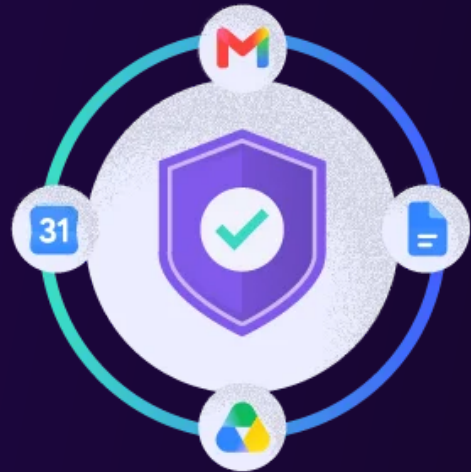
Recovery: How straightforward is the restore process when data needs to be recovered?

¹ "Shared responsibilities and shared fate on Google Cloud" docs.cloud.google.com/architecture/framework/security/shared-responsibility-shared-fate (Accessed August 2026)

How Cove Data Protection™ can help

Cove provides backup for Google Workspace that protects Gmail, My Drive, Shared Drives, Contacts, and Calendar — managed from the same dashboard used for servers, workstations, and Microsoft 365™.

For teams already using Cove Data Protection, it reduces the need for a separate Google Workspace backup vendor, with long-term retention, included cloud storage, immutable backups, and predictable per-user pricing.



See how Cove helps protect Google Workspace data

[Learn more](#)



Cloud-native data protection as a service

Cove Data Protection™ provides a safe haven from backup complexity, labor shortages and recovery uncertainty in ways other solutions simply can't.

n-able.com/products/cove-data-protection

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