



**backupify**

a datto company

SUCCESS STORY

# Equinox Works Smarter with Backupify Cloud Backup



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BACKUPIFY MAKES IT EASIER TO RESTORE DATA, ESPECIALLY IF IT'S COMPLEX AND TOUCHES BOTH GOOGLE WORKSPACE AND MICROSOFT 365.

**Ricardo Hall**  
Director of IT Infrastructure

## EQUINOX

Equinox offers a holistic approach to fitness in a luxury environment operating more than 100 full-service clubs globally across major cities, including New York, Los Angeles, Miami, and San Francisco as well as London, Toronto, and Vancouver. In addition to Equinox's signature group fitness classes, personal training, pilates, spa services, and apparel, the company also offers a luxury hospitality experience at Equinox Hotels.

When it came time to implement a new solution to back up their cloud data, Equinox searched for a solution that would help build a bridge between thousands of employees spread across Google Workspace and Microsoft 365. Specifically, Ricardo Hall, Equinox's Director of IT Infrastructure, was looking for a secure way to back up data in both applications.

Backupify delivered the backup functionality Equinox needed across both Microsoft and Google and allowed the team to stop worrying about different retention windows for each native platform. "We've leveraged Backupify's ease of use to make it simple for everyone to understand," Hall said.

Among the many reasons Equinox chose Backupify, the user-friendly interface and affordability stood out. "Backupify's price point is very aggressive against Google Vault, as we would have had to transition to a more expensive tier for that solution. And with its single pane of glass, Backupify allows us to work smarter, not harder."

The Equinox team also did their due diligence when choosing Backupify and compared it to other solutions on the market. They found that its industry-leading status deemed by Gartner's Magic Quadrant reviews along with its functionality, easy implementation, and straightforward documentation set it apart from other solutions. "At first, I resisted the change to Backupify, as I was used to eDiscovery, but then I saw how easy it was to use. I could run a restore without even looking at the documentation."

Equinox has benefited from peace of mind by being able to store their data safely and separately from the cloud providers. Backupify uses a private cloud, which gives initial data redundancy. Hall added, "If eDiscovery is down, we wouldn't be impacted."

## More Than Software

"We view Backupify as more of a partner than a vendor. Our customer success representative has been working closely with us throughout the process. They were able to work with us during a troubling time, and having the team accommodate our needs is incredibly appreciated."

To learn more about the importance of cloud backup and the ease-of-use Backupify brings to enterprise IT teams, [chat with a product expert today](#).

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