

backupify

a datto company

SUCCESS STORY



Getting Serious about Cloud-to-Cloud Backup

RANSOMWARE RECOVERY | LICENSE DEPROVISIONING | MISSION CRITICAL RESTORES



THERE'S A DIFFERENCE BETWEEN HAVING A BACKUP SOLUTION AND HAVING A BACKUP SOLUTION THAT WORKS.

Danny Michael
Global Head of IT



About Backupify

Backupify, a Datto company, is the leader in cloud-to-cloud backup, enabling enterprises to extend data protection and accessibility best practices to the cloud. Backupify gives IT professionals the security and control they need against data loss from user errors, external threats, and service failures.

Corporate Headquarters

Datto, Inc.
101 Merritt 7
Norwalk, CT 06851
United States
partners@datto.com
www.datto.com
888.294.6312

Gett is a ridesharing app boasting drivers in over 120 cities. It is the largest on-demand car service company by revenue in Europe and is being used by more than 17,500 companies worldwide. It's safe to say Gett is up to something big. When the company began storing data in the cloud, they chose to protect their critical data with Backupify to ensure they were safe from unexpected data loss. We're happy to tell their story.

Danny Michael, Gett's Global Head of IT, inherited cloud security and management for G Suite, an important tool for business continuity. Since then, they've learned some hard lessons. Lesson one: When ransomware hit his stack and synced to their cloud, the company was instantly locked out of important G Suite data. Thankfully, Backupify for G Suite had been implemented and the company was able to get back up and running within minutes. Lesson 2: When a project manager accidentally deleted a year's worth of work for a product that was on the verge of launching, Backupify was the "un-do button" that saved the day. Upon reflecting on these two mission critical events, Michael said, "There's a difference between having a backup solution and having a backup solution that works. Everyone feels safe with G Suite and Office 365. They think Google and Microsoft have their backs. It's a hard lesson to learn that it does not."

Gett also leverages Backupify to back up 2,000 archived seats, saving the company thousands in license fees. Michael explained, "In a startup world, employees come and go. Licenses - they're expensive - but the data is priceless. Backupify allows us to deprovision licenses without losing the data on a monthly basis, and easily provide it to whomever needs it."

Michael evaluated a few other options on his search for a cloud-to-cloud backup platform but in the end, Backupify was the clear and evident choice. Why? First, his data is automatically backed up three times daily, which was a necessity for Michael. Second, he can pick and choose which licenses he wants to backup. Third, we store the data in our own private cloud. Backupify is proud to be a Datto solution, meaning all of our data centers are built and managed by a single backup and business continuity company. This leads to the final competitive advantage - price; We are not a 3rd party dealer. Everything is done in house keeping the overhead significantly lower, and the savings get passed on to the user.

Danny smiled when mentioning his customer success rep was a comforting additive during and after the installation process. Support is half the product when it comes to software, needless to say Gett is a happy customer.