backupify

a datto company

Large Ad Agency Closes the Loop with Backupify

RANSOMWARE RECOVERY | LICENSE DEPROVISIONING | MISSION CRITICAL RESTORES

Alberto Elvira has been an IT Director in the advertising space for over 20 years. Between servicing tickets, providing end user support, and taking time for long term planning, he and his current team of 6 are fairly busy at MWWPR - the largest independent agency in the United States. Recently, the already busy team at MWWPR found themselves faced with a new objective: migration to the cloud. This complex and time-consuming process brought to light a few internal changes around operations, a big one being backup.

In Alberto's words, keeping your data with Microsoft alone is "like keeping all your eggs in one basket." With their Exchange server backups no longer relevant, he began looking for cloud alternatives. In his search, Alberto found Backupify and signed up for a demo. MWWPR signed up for the service the next day, and their Office 365 data was backed up within a week. When asked what made him pull the trigger, Alberto was quick to fill us in: "Backupify is less expensive than our previous solution and offers us a more comprehensive product. The product is also ridiculously easy to use.

MWWPR now uses Backupify for their Office 365 backup needs - and more. The team prefers searching with Backupify's eDiscovery tool because they claim "it is an easier way of looking at the same information since it keeps the hierarchy structure in place."

It's not just the functionality they enjoy, but the promise of security. Alberto addressed one commonly discussed "big risk" - the users. When one user gets ransomware in the cloud it can be catastrophic. This is mainly because, as Alberto reminded us, not everything Microsoft stores has version controls. If ransomware gets into a large file and there's no backup - that's it. Game over. Luckily that's not something that keeps him up at night. With Backupify in place, the team at MWWPR can count on 3x daily, automated backups to keep their Office 365 data secure and accessible at all times.

> **BACKUPIFY IS LESS EXPENSIVE THAN OUR PREVIOUS SOLUTION AND OFFERS US A MORE COMPREHENSIVE PRODUCT.**

Alberto Elvira
Director 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.