



BRAGI

"We found that Keepit was fully meeting the standards, enabling us to comply with our investors' requirements on data retention and security."

Nikolaj Hviid, Founder and CEO, Bragi

Bragi has implemented Keepit to ensure a secure backup of their Office 365 data, as these data are critical to the business.

Data Backup is Critical for Bragi

Wireless headphone company Bragi is a successful company that has doubled the number of employees every year for the last three years. But fast growth comes with big challenges. The establishment of a new IT infrastructure and sub-systems needs to keep up with the fast pace of the company's development.

Customer:

Bragi GmbH
www.bragi.com

Industry:

Wireless Headphones

The Challenge:

Bragi and its investors depend on the security of the company's information and data. With the enormous growth of the company, it was urgent for Bragi to secure the company's Office 365 data.

Bragi chose Keepit because:

- The Keepit backup solution gives Bragi a secure point of return in case of ransomware or malware
- During the auditing of Keepit, Bragi was impressed with the user-friendliness and capabilities of Keepit
- As a fair-priced, scalable backup solution, Keepit will keep costs under control

Continuously implementing new IT systems, it is of the utmost importance for Bragi that all of their data are safe and secured.

Founder and CEO Nikolaj Hviid explains, "We are building up value through knowledge and IP placed in the company's IT systems. So a loss or breach of those would be absolutely catastrophic for the company."

Hviid chose to combine Bragi's Office 365 platform with the Keepit cloud backup solution to ensure that this large collection of the company's data was safe and secure.

The Keepit Solution

In choosing Keepit backup for Office 365, Hviid found that Bragi would have a secure point of return at any point, in case of ransomware or malware of the company.

It's a fact that companies around the world is encountering an increasing number of cyber attacks, and with greater consequences. As cyber crime is becoming more and more advanced, it may severely damage the target's data.

Office 365 is holding a lot of information and data that are essential to Bragi. In combining Office 365 with Keepit's backup solution, Hviid has secured Bragi's Office 365 data with an extra layer of security. He can easily find and restore any data at any given time. And this gives him reassurance and peace of mind.

Compliance with Data Policies

Throughout the rapid growth of Bragi, the Kickstarter company has been funded by investors. And investors demand that Bragi carries out clear policies on data retention and data retrieval. It is simply not an option to lose any data at any point.



“We found that Keepit was keeping up with standards, enabling us to comply with our investors’ requirements on data retention and security,” Hviid adds.

Scalable Backup & Restore at a Fair Price

The fact that Keepit is quick and easy to install means a great deal to Hviid. Being a fast growing company, Bragi can not afford to spend too much time implementing new solutions, and Hviid was happy to learn that Keepit was as easy as pie to install in only three clicks.

“We were delighted with the swiftness of the integration of Keepit. It literally only took us minutes to backup all of our accounts and implement the solution. This would have been a much more expensive process with any of the other solutions we looked at,” says Hviid.

Hviid is happy that Keepit is a scalable and fair-priced backup solution. In this way, he can rest assured that the costs of implementation won’t run out of control in spite of the company’s rapid growth.

Audit and Vendor Due Diligence

In performing the audit and testing the capabilities of the Keepit solution, Hviid was very impressed.

“When we did our audit of Keepit, we immediately understood why Keepit is growing so fast! Any company using Office 365, should also be using Keepit’s solution,” he says.

Compared to similar solutions, Hviid found Keepit’s user-friendliness to be unique and one of the solution’s best advantages. Keepit’s solution provides Bragi with a simple user interface that is easy to understand for everybody. And the features that Keepit offers along with the automatic backup function is value-adding for the daily work routine at Bragi.

A Flexible and Expandable Partner

Having used the Keepit backup solution for a while, Hviid asked, if they could expand the cooperation with Keepit to a wider area of services. He requested Keepit’s automatic backup solution to secure the data on endpoints and other cloud services deployed by the company. The feeling of safety that Bragi had experienced with implementing Keepit for Office 365, urged the company to look for other areas to secure the company’s data further.

“We were very delighted to see that Keepit could also help us secure our data beyond Office 365. Keepit seems very focused on developing support for a new area of services. So we’re looking to expand our relationship with Keepit,” says Hviid.

Bragi has experienced these benefits using Keepit:

- The assurance that the business-critical Office 365 data can be retrieved at any time in case of ransomware or malware
- Compliance with Bragi investors’ requirements on data security and retention
- User-friendly interface and value-adding features

The Right Solution for Bragi

Office 365 holds a lot of information and data that is essential to Bragi.

Any case of breach or malware that would result in an irrevocable loss of Office 365 data would be catastrophic for a company such as Bragi. People rely on what Bragi does, and data security is part of this.

It was an absolute choice of Bragi to implement Keepit mainly for the sake of securing the company’s Office 365 data.

For more information and your free trial visit:
www.keepit.com/microsoft-office365