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The OCQ Group (OCQ) relies on Microsoft 365, SharePoint, and Teams to support approximately 1,200 users across the business. As the company's SaaS environment continued to grow, the IT team needed a backup and recovery solution that could address Microsoft's native recovery limitations, support legal compliance and ongoing audits, and provide a simpler way to manage backup across multiple Microsoft tenants.



Beyond native Microsoft recovery

OCQ began searching for a new backup solution to strengthen Microsoft 365 data protection. While Microsoft 365 is central to the company's operations, the team recognized that relying only on built-in capabilities would not provide the level of protection, retention, and recovery confidence the business required.

The company needed a dedicated SaaS backup and recovery solution to protect against data loss, support versioning, encrypt sensitive data, and meet compliance requirements — legal obligations and ongoing audits demanded data remain protected, transparent, and recoverable. Movti, a Keepit Value Added Reseller, helped OCQ identify and implement a backup and recovery solution built for where the business was heading.

“We needed a solution that could support legal compliance, ongoing audits, versioning, and encryption while giving us confidence in Microsoft 365 data recovery.”

Claudia de Moya Partiti Ferraz
CIO/Head of IT
OCQ Group



“Since implementing Keepit, we’ve achieved a 50% cost reduction compared with our previous tool, with fast deployment and complete confidence in Microsoft 365 data recovery.”

Claudia de Moya Partiti Ferraz
CIO/Head of IT
OCQ Group

A simpler, more predictable approach

Cost was an important factor in the evaluation, but it wasn’t the only one. The team also looked closely at security, compliance, ease of operation and configuration, and integration across multiple Microsoft tenants. The right solution needed to be efficient to manage without adding unnecessary administrative overhead.

Keepit stood out for its predictable cost model, unlimited backup, and ease of use. Compared with the company’s previous tool, Keepit helped reduce costs while also removing concerns about unexpected storage usage charges. For the IT team, predictability was important. As data volumes grow, backup costs should not become harder to forecast or manage.

Keepit’s intuitive platform also made day-to-day operations simpler. With fast setup, simple navigation, and integration across key applications, Keepit helped OCQ move quickly from evaluation to implementation, supported by the Keepit team.

Compliance with regional data centers

Regional data centers were another important factor in the decision. For OCQ, data residency helps support regulatory and compliance requirements. It also contributes to lower latency and better performance during file transfers.

Keepit’s independent architecture was especially relevant for Microsoft 365 protection. Because backups are kept separate from the Microsoft SaaS environment, the company has confidence that backup data remains intact even if Microsoft policies change. It also supports recovery independent of the purchased Microsoft license subscription.

Security was central to the decision as well. Keepit provides an independent, immutable backup environment with encryption, flexible access control, retention options, and audit-ready logs. For OCQ, immutability helps protect backup data against ransomware scenarios where files could be encrypted or altered, while encryption helps protect sensitive information and support compliance with legislation.

Fast deployment and greater recovery confidence

Since implementing Keepit, the IT team was able to deploy the solution quickly and strengthen Microsoft 365 data protection. With Keepit, OCQ gained a more predictable and easier-to-operate approach to SaaS backup and recovery, helping reduce administrative effort while improving confidence that critical Microsoft 365 data can be recovered when needed.

“Keepit has become an important pillar for our business—reducing costs, strengthening data governance, and giving us the confidence that our operations can continue without interruption.”

Stefano de Moraes
Information Technology
OCQ Group

For the IT team, Keepit has proven to be efficient, secure, and agile, giving the company a stronger foundation for Microsoft 365 recovery and long-term SaaS data protection. Keepit has also contributed to stronger data governance across the organization, giving the IT team greater control over data retention, auditing, and critical data recovery. Today, Keepit is an important pillar for ensuring operational continuity with financial efficiency.



About OCQ Group

The OCQ Group is one of the largest groups in the chemical sector in Latin America. Composed of 23 companies operating in various segments of the chemical industry, the group serves different customer profiles and markets, offering expertise and technology in the supply of inputs and products worldwide.

About Movti

Movti is a Keepit Value Added Reseller and cloud consultancy, helping organizations protect and manage their digital ecosystems. Backed by deep Google Cloud and Microsoft 365 expertise, Movti combines specializations in Security, Infrastructure, Productivity, and AI to help organizations evolve their cloud environments efficiently — simplifying operations and generating lasting business value.

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