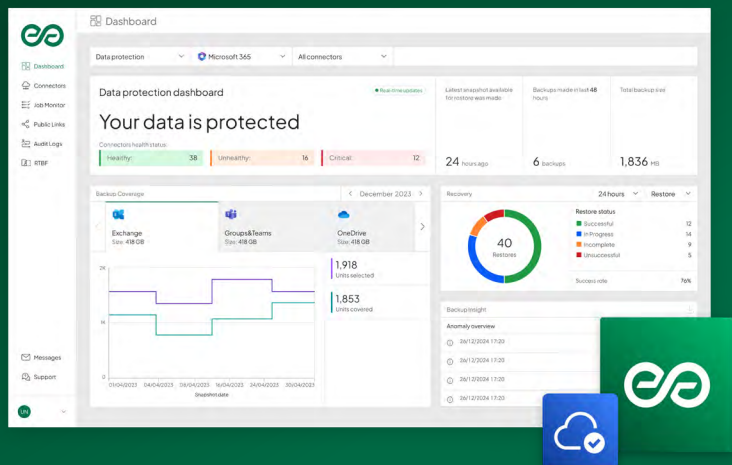




Intelligent recovery with Keepit



[Data loss scenarios in SaaS applications are multifold](#), from mistaken deletion, to misconfiguration, to an impactful ransomware attack. Recovering in each of these scenarios adds pressure on IT, development, and operations teams. And the challenge of recovering from data loss becomes even more complex with the exponential growth of data, the widespread adoption of SaaS applications, and the growing cyberthreat.

Keepit is intelligently built to eliminate the burden and simplify processes for data recovery. It saves time and effort while continually minimizing the impact of data loss. In this factsheet, you'll find how our capabilities support fast and intelligent recovery, regardless of the data loss scenario.

In the following, we will walk you through common challenges during a recovery process, and describe how Keepit can help solve these problems in a more intelligent way.

The challenge: Limited access to data

Access to data is a critical element when you need to recover. Common SaaS storage models use data tiering as a way to reduce storage costs. As a consequence, you'll face hydration periods that delay recovery and unexpected retrieval costs when you need your data most.



Uninterrupted access to all your data at all times

With Keepit, your data is available 24/7, **always hot** and kept with **unlimited retention**. Because we're storing your data in our independent cloud, no matter the recovery scenario or how old your data is, it's always instantly available. No hydration periods and no ingress fees, giving you more control over your data.

Keepit's solution

The challenge: Limited insight into data loss

Data loss can often go unnoticed until it's too late. Whether you're the victim of a malicious attack, a mishap at your cloud provider, or the most common cause of data loss — human error and misconfiguration — it's often hard to determine just how much data has been lost. With limited insight, time needed to recover increases.

Keepit's solution



Full insight into what's missing and what's changed

Keepit's data monitoring and anomaly detection capabilities help you identify possible issues early on for investigation and remediation.

- Our **Data Protection Dashboard** allows you to quickly spot changes in your backups, and to drill down with the **Data Compare** and **Search** functions to identify where and when the change occurred.
- Our **Anomaly Detection** functionality identifies and alerts about anomalies to prevent and quickly recover from data loss.
- The unique **Preview** functionality allows you to inspect the content of data objects before you determine whether this is the content you need to recover.

The challenge: Verifying the integrity of data

When restoring data, the integrity of the data is a critical requirement. You need to be confident that any recovered data is accurate, complete, and free of malware.

Keepit's solution



Immutability by default

Keepit ensures data integrity for confident recovery. Keepit has been purposefully built to be tamper proof, offering a guarantee that data stays immutable. The application uses a Merkle Tree architecture which makes any low-level tampering impossible.

The challenge: Recovering data in a timely manner

Recovering data can be a lengthy, complicated process, leading to costly downtime. Most organizations cannot afford to be without their data for very long.

Keepit's solution



Intuitive, granular, fast recovery options

Data is easy to recover, whether you need to recover a single file or an entire dataset. Keepit supports prioritized recovery plans to make sure you get what you need to keep your business running first.

[Our customers have realized a 90% reduction in time](#) needed for priority restores when recovering from a major data loss scenario.

The challenge: Getting data back in a usable format

Many organizations only find out during recovery that while they are able to get their data back, they cannot return it to the production environment in a usable format, increasing complexity and lengthening the recovery process.

Keepit's solution



In-place restores with high-fidelity data

With Keepit, data will be restored in-place with metadata and hierarchies intact, ready to be used as before the data loss incident. This means you get your data back in a useable format and reduce costly downtime.

Resilient, secure, effortless

With Keepit, the data in your most critical SaaS applications is not only securely backed up but easily recoverable when you need it. No matter whether you need to recover attachments from an email deleted 12 months ago, reinstate a mistakenly deleted policy in one of your systems, recover lost files, or even deleted identities — recovery with Keepit is easy, fast, and intuitive.

Because of our cloud-native architecture and inherent accessibility, our platform is designed for rapid recovery, regardless of scale, and can support you during both daily data loss and major data loss events.

What our customers say

Keepit has significant experience in supporting organizations with their recovery and restoration needs.

See how we helped a [customer recover from a cyberattack](#) that compromised their Microsoft 365 user accounts.

"The fact that Keepit is "born in the cloud for the cloud" allowed the customer to quickly and efficiently recover from this cybersecurity incident with minimal impact – a benefit which would have been near impossible to reach with a classic on-premises backup solution."

– Siddick Elaheebocus,
Founder and CEO of INNOVISION

Recognized by the industry

[Keepit has received recognition](#) for its leading backup and recovery platform designed for disaster recovery and business continuity.



Get in touch

If you'd like to discuss how Keepit can help your unique recovery needs, let's have a conversation.

[Book a demo](#)



Keepit provides a next-level SaaS data protection platform purpose-built for the cloud by securing data in a vendor-independent cloud to safeguard essential business applications, boost cyber resilience, and future-proof data protection.

For more information visit www.keepit.com or follow Keepit on [LinkedIn](#)

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