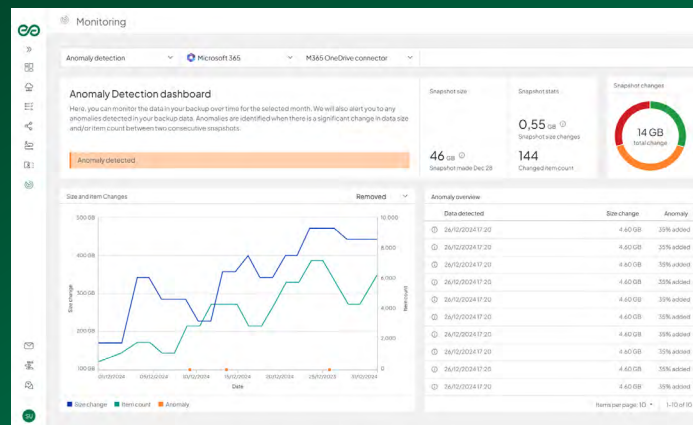




Observability and intelligent insights with Keepit



The integrity of backups is fundamental for recovery when data is lost and needs to be restored. But even without a data loss incident, documenting backup activities is now a key requirement for compliance and regulatory purposes. With the growing adoption of SaaS applications and increasing regulatory pressure, having a single platform to support multi-SaaS environments becomes a game changer.

As a cloud-native platform purposefully built for SaaS data protection, Keepit offers a set of **observability, analytics, insights, and reporting capabilities** that ensure the health and integrity of backups, identify potential risks to data, and provide a single pane of glass for SaaS backup and recovery activities. It saves time, reduces complexity, and simplifies reporting and compliance.

In this factsheet, you'll find how our capabilities support observability and intelligent insights. We'll walk you through common challenges you might encounter in this context and describe how Keepit can solve these challenges in a more intelligent way.

The challenge: Having a complete view of backup activities for a growing number of SaaS applications managed by different teams across the business



Unified platform across SaaS environments

Keepit's solution

With growing coverage of critical SaaS applications, the Keepit platform offers centralized visibility and transparency over backup and recovery activities to functional managers and their teams. Expanding beyond the traditional coverage of Microsoft 365 and Salesforce, Keepit also offers backup and recovery services for Microsoft Entra ID, Power Platform, Jira and many more. We are continuously adding new services so we can offer you the best, most complete end-to-end SaaS data protection service.

[See which applications we currently protect here.](#)

The challenge: Ensuring that backups are healthy and running accordingly so you are ready to recover in the case of a data loss incident



Healthy backups for fast recovery

Keepit's solution

Keepit's **job monitor** as well as **the monitoring and data protection** dashboards give you an overview of backup configuration issues and backup performance. To support continuous improvement, **repeatedly skipped items** are automatically flagged so you can easily review them and take action.

The **notification system** complements these capabilities, always keeping you informed and driving fast action.

The **data compare** capability makes it easy to identify the most appropriate version for recovery.

Together, these insights help address issues and ensure backup integrity and health. With healthy backups, you can be confident that your data is ready for recovery whenever you need it.

The challenge: Identifying risks to your data quickly



Full insights into risks to your data

Keepit's solution

Keepit **monitoring** and **anomaly detection** help to identify potential threats and **notify** you when significant changes occur to your backup data. It helps you proactively investigate and remediate issues affecting your data and your backups.

The challenge: Documenting and reporting on backup activities for transparency, regulatory, and compliance purposes across SaaS applications



Complete transparency and confidence

Keepit's solution

Keepit **audit log** and **dashboards** guarantee transparency for managers and leaders. **Reporting** capabilities equip you with documentation to confidently demonstrate the integrity of your backups and regulatory **compliance**.

The challenge: Integrating data from backup and recovery activities into other systems your organization relies on



API-only architecture

Keepit's solution

Our API-only architecture allows you to integrate your backup and recovery into other systems, such as **SIEM** to support integrating and streamlining business processes.

Together, these capabilities give you complete confidence that the data from your most critical SaaS applications is not only securely backed up but easily recoverable when you need it, enabling you to prove this fact to regulators and auditors no matter what.



Keepit continuously develops its observability, analytics, insights, and reporting capabilities to help its customers' ever-evolving needs. [See how we helped a customer recover from a cyberattack that compromised their Microsoft 365 user accounts](#) and supported the incident postmortem process by tracing back when and where changes on privileged Microsoft Entra ID objects had first occurred, down to the attribute level.

“More than a simple backup tool, Keepit is an independent SaaS cyber resilience solution encompassing powerful recovery, cybersecurity and compliance features.”

Siddick Elaheebocus, Founder and CEO of INNOVISION

[Keepit has received recognition for its leading backup and recovery platform.](#) Keepit took home the top prize at Cybersecured, Global Infosec, and the Cloud Awards 2025 for disaster recovery and business continuity.



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

Let's talk



keepit® Your data. Here today. Here tomorrow.

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](#).

