

Fruki Bebidas trades unpredictable backup costs for long-term data resilience



Fruki Bebidas trades unpredictable backup costs for long-term data resilience



During routine IT budget discussions, one issue kept coming up for Fruki Bebidas: the cost of protecting their data and getting to it when they needed it. The Brazilian beverage company's Microsoft 365 environment had grown significantly across Exchange Online, SharePoint, OneDrive, and Teams, and the previous backup platform charged for every gigabyte. Costs were unpredictable, data retention was capped at six months, and restoring anything took real time and effort. With compliance requirements demanding data retention of up to 20 years for certain records, the gap between what the team had and what the business actually needed was hard to ignore.

 **Fruki Bebidas**

LOCATION:
Brazil



INDUSTRY:
Beverage



EMPLOYEES:
1,000+

From six months to 99 years

Fruki's previous platform kept data for just six months. For a company with serious compliance and legal obligations, that gap had real consequences. Restores were slow and uncertain, and a workaround forced the team to keep Microsoft 365 licenses active for departed employees just to hold onto their data in OneDrive and Teams.

When Rafael Wolkmer, Fruki's CIO, first encountered Keepit's 99-year retention option, it stopped him mid-conversation. Going from six months to 99 years wasn't just a feature upgrade;

“I have 99 years of retention for all company data in SharePoint and Microsoft 365. That gives us real confidence alongside legal and compliance — and it just works.”

Rafael Wolkmer
CIO
Fruki Bebidas

“It was one of the fastest implementations I’ve ever done, possibly the fastest. Everything was essentially ready out of the box, and there were no implementation hurdles.”

William Leonhardt

Cloud infrastructure analyst, Fruki Bebidas

it resolved a compliance requirement the team had been working around for years.

The first real-world test came quickly. Shortly after go-live, the legal and compliance team needed to audit Microsoft Teams conversations. The data was there within seconds: searchable, ready, and recoverable with a single shared link. Those are the kinds of everyday wins that don't show up in an evaluation but matter every time they happen. With long-term retention now handled natively, the team also closed the book on a long-standing compliance obligation: departed employees' accounts no longer need to stay active in Active Directory just to preserve their data.

A fast decision, backed by real references

First contact was made on Dec. 18. The contract was signed on Dec. 24. In those six days, the team ran a benchmark, gathered market intelligence, and reached out to about 15 Keepit references, including one call with a CEO on Christmas Eve. The feedback was consistent: people were genuinely happy with the solution and willing to say so. "In a presentation, anything goes," noted Joesel Decker, IT services supervisor. "The references gave us the real picture."

From there, Fruki worked with AdapIT, a Keepit partner, to complete the implementation. William Leonhardt, cloud infrastructure analyst, describes it as one of the fastest deployments he's ever completed, with no virtual machines to spin up and no complex internal infrastructure to build.

Per-user pricing ends the storage snowball

One of the most immediate changes was financial clarity. Keepit's per-user pricing replaced a model where storage growth drove unpredictable

monthly costs. Microsoft 365 usage only expands over time. That's the nature of how teams use SharePoint, Exchange, OneDrive, and Teams, and the previous platform charged accordingly. With unlimited storage priced per user, budgeting became straightforward.

Fruki estimates total savings of over BRL 150,000 over the contract period, accounting for decommissioned server infrastructure, eliminated Microsoft 365 licenses previously held for departed employees, and the cost of the previous solution. Because that solution would have also required a server size increase that never happened, the actual savings are likely higher. "We saw the opportunity right there," Decker said. "That's why the negotiation window moved so fast."

Simple enough to use without the manual

Security and simplicity both featured in the evaluation. Immutability, meaning backup data that can't be altered or deleted, was a requirement the team flagged explicitly, particularly compared to the previous solution. Single sign-on (SSO) with multi-factor authentication (MFA) and granular permission controls meant different team members could be given appropriate access levels without compromising overall security.

But simplicity carried equal weight. "I always say it has to be simple and intuitive," Leonhardt said. "I want to do something, I click around, and I figure it out on my own. I shouldn't have to constantly look up documentation or call the vendor for support." For Fruki's team, that combination of depth and usability is what makes the platform sustainable over the long term.

Built to outlast the people managing it today

Fruki Bebidas is a company that thinks in generations — 102 years old and still looking to the future. With Keepit protecting a large and expanding Microsoft 365 environment across Exchange Online, SharePoint, OneDrive, and Teams, the IT team has built a data protection foundation with predictable costs and retention measured in decades. The compliance team has the certainty it needs, recovery is fast and granular, and the next budget cycle will look very different from the last one.



About Fruki Bebidas

Fruki Bebidas is a Brazilian beverage company operating across the states of Rio Grande do Sul and Santa Catarina, with more than 1,000 employees. Founded in 1924, the company's industrial complex today has a capacity of 1 billion liters per year and serves customers across southern Brazil through multiple distribution and sales centers. <https://fruki.com.br/>

About AdapIT

AdapIT is dedicated to delivering innovative solutions in cloud analytics, security, and data backup technology. With a mission to help organizations achieve their goals through efficient, secure, and tailored technology solutions, AdapIT provides high-quality, reliable, and personalized services focused on the success of each partner it works with. <https://adapit.com.br/>

 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 keepit.com or follow Keepit on [LinkedIn](#).

© 2026 Keepit. All rights reserved. Microsoft and Microsoft Entra ID are trademarks of the Microsoft group of companies.

