keepit

Reliable and fast recovery for Deutscher Ärzteverlag with Keepit

Deutscher Ärzteverlag

For more than 70 years, Deutscher Ärzteverlag has been a trusted voice in Germany's medical community. Based in Cologne, the publisher works with highly sensitive data every day — from address lists for every doctor in Germany to confidential materials for medical publications and associations. According to Thomas Wübbelsmann, Head of IT Infrastructure & User Helpdesk at Deutscher Ärzteverlag, keeping that information secure is nonnegotiable. His team makes sure data stays confidential, available, and fully compliant with GDPR while protecting against unauthorized access or breaches.

Protecting critical Microsoft 365 data

Deutscher Ärzteverlag's IT team supports nearly 200 users and safeguards about 10 TB of data. As the organization expanded its use of Microsoft 365, it sought a way to protect Teams, Exchange, and OneDrive against both accidental and intentional data loss. The goal was to find a reliable, easy-to-manage backup solution that could restore deleted files quickly and minimize operational disruption.

Business continuity is essential to Deutscher Ärzteverlag's publishing operations. Every two weeks, the company produces and distributes the Deutsches Ärzteblatt, one of Germany's most prominent medical journals, to doctors nationwide. Any interruption to its systems or loss of data could directly affect production schedules, making reliable backup and recovery capabilities indispensable.

"Keepit's ease of use, reliability, and European data centers made it the ideal solution for us — ensuring full GDPR compliance and seamless data protection."

– Thomas Wübbelsmann
Head of IT Infrastructure & User Helpdesk
Deutscher Ärzteverlag

In addition, Keepit's vendor independence aligned well with Deutscher Ärzteverlag's strategy to remain flexible and avoid vendor lock-in. This independence allows compatibility across multiple platforms and systems, ensuring the solution can adapt to future organizational needs.

Security features such as encryption and data immutability further strengthened Deutscher Ärzteverlag's confidence in the platform. Together, these measures protect data against unauthorized access and tampering, reinforcing both compliance and operational resilience.

Faster recovery and greater peace of mind

Since implementing Keepit, Deutscher Ärzteverlag has significantly improved its ability to recover lost or deleted data. Restores are faster and more reliable, and the IT team knows the entire Microsoft 365 environment is continuously protected. The transition has also reduced administrative overhead, freeing staff to focus on improving infrastructure rather than troubleshooting recovery issues.

Keepit's platform also streamlines day-to-day operations by making backup and recovery straightforward and intuitive. With fast setup, simple navigation, and seamless integration across key applications, the team can keep data secure, compliant, and easily recoverable — all with minimal effort.

Wübbelsmann encourages other organizations to explore Keepit through a demo to see how simple and secure SaaS data protection can be.

About Deutscher Ärzteverlag

Founded in 1949, Deutscher Ärzteverlag is one of the leading medical publishers in the German-speaking region. The company produces professional policy magazines, association publications, and a wide range of healthcare journals and books. Its strong online brands complement the print portfolio and connect healthcare professionals across multiple channels.

"Keepit makes backup and recovery incredibly easy — and that reliability gives us real confidence."

– Thomas Wübbelsmann
Head of IT Infrastructure & User Helpdesk
Deutscher Ärzteverlag

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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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