

Flow Control Group strengthens identity and multi-application SaaS protection with Keepit



When your company grows through acquisition, complexity comes with it. For Flow Control Group, a solutions provider for flow control and industrial automation, that complexity shows up in dozens of independently run brands, different IT environments, and a steady stream of new systems coming online. The challenge isn't just growth — it's making sure data stays protected at every stage.

Grant Walsh, director of IT for infrastructure operations and security, and Jonathan Carr, cyber security and compliance manager, are responsible for securing a fast-expanding portfolio. Today, 70 to 80 brands have already been migrated to Flow Control Group's primary domain. "We're a Microsoft shop," Carr explains. "But as we've matured as an organization, we realized we needed to take more ownership of our SaaS backups."

The first step was protecting Microsoft Entra ID with Keepit. Once the team saw how quickly backups started and how easy it was to deploy connectors, they expanded protection across Microsoft 365, Salesforce, Okta, Power BI, and Power Platform applications.

A maturity shift toward comprehensive SaaS backup

Like many organizations, Flow Control Group initially focused on backing up traditional infrastructure such as file servers and local systems. As more critical operations moved into SaaS applications, the team recognized a gap.

They needed more than basic backup. They wanted independent protection across multiple SaaS applications, stronger compliance support, and the flexibility to protect newly acquired brands that hadn't yet been fully integrated.



"Having a centralized platform is very valuable. Having everything in one spot — where legal, HR, and our Salesforce team can access what they need — is a big advantage."

- Grant Walsh

Director of IT, infrastructure operations and security
Flow Control Group

After discovering Keepit at a conference, Carr began researching further. What stood out was Keepit's ability to back up critical SaaS applications independently of the vendor cloud, all within a single platform.

Today, Flow Control Group protects Microsoft Entra ID, Microsoft 365, Salesforce, Okta, Power BI, and components of the Power Platform family, including Power Automate, with Keepit.

Easy rollout, immediate impact

Deployment was straightforward. The team began with Entra ID and quickly expanded from there.

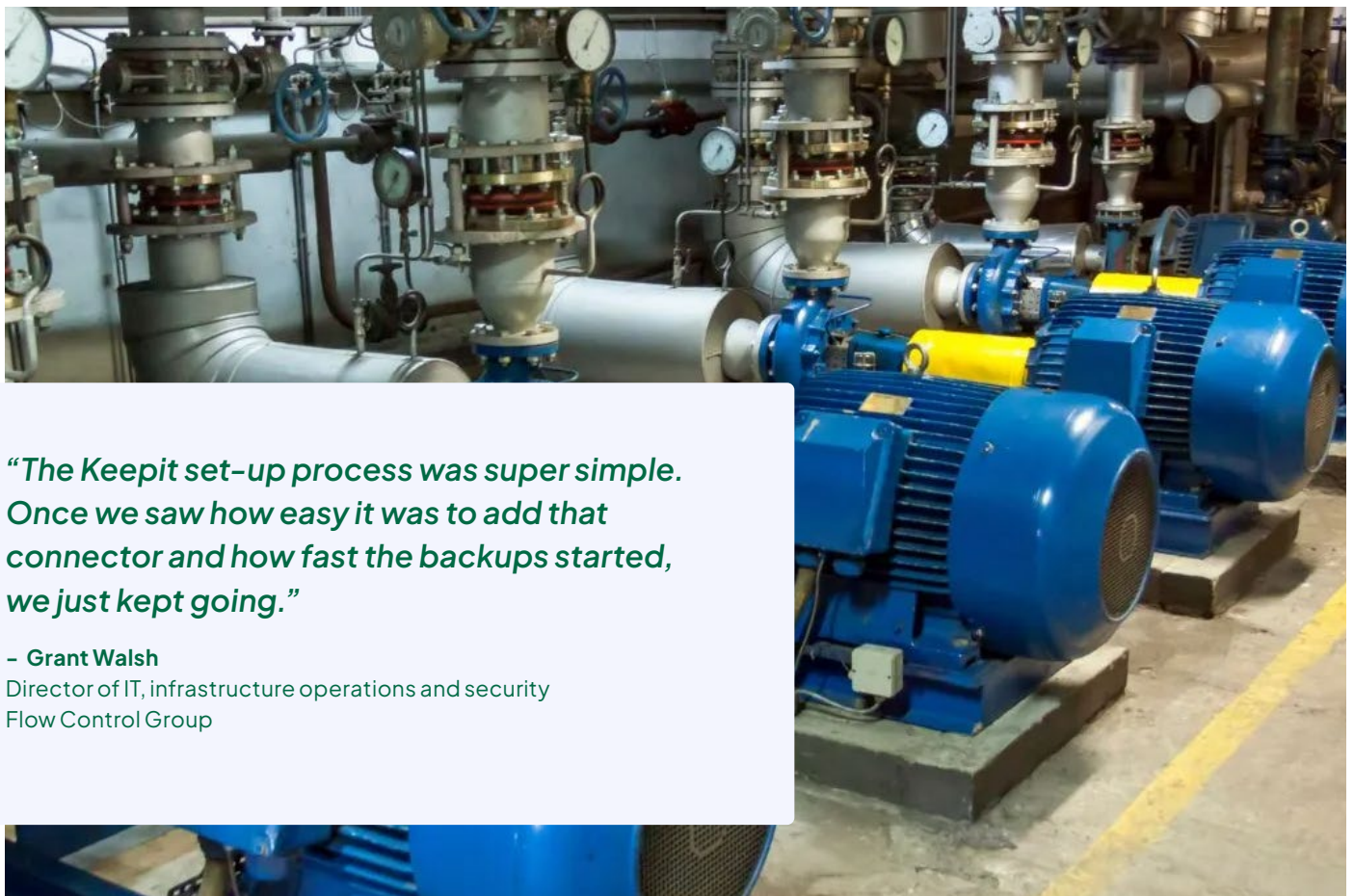
They added Microsoft 365 workloads, Salesforce, Teams, OneDrive, and additional connectors individually, making the rollout manageable. Some connectors were implemented during the proof of concept, and the rest followed shortly after.

The speed of initial backups was an unexpected surprise. With terabytes of data, Carr thought the process would take longer than it did. "Keepit did it faster than I thought it would," he says.

Extending protection to acquired brands

Flow Control Group does not immediately migrate every acquired company to its primary domain. Many of the brands are small organizations with limited internal IT resources and may remain on existing systems during transition. Keepit allows the team to extend SaaS protection even before full migration.

Being able to say, "We've backed up your Microsoft 365," provides added assurance while those brands are brought into the broader ecosystem. This layered approach strengthens security during a potentially vulnerable transition period and reinforces Flow Control Group's commitment to protecting every acquisition from day one.



"The Keepit set-up process was super simple. Once we saw how easy it was to add that connector and how fast the backups started, we just kept going."

- Grant Walsh

Director of IT, infrastructure operations and security
Flow Control Group

Supporting legal and business teams directly

Backup wasn't the only driver. Compliance and legal workflows also played a major role in their decision to use Keepit.

Previously, the legal team relied on searches that required IT involvement. Legal would submit a request, IT would run the search, download the data, and deliver it back — a time-consuming process.

With Keepit, the chief legal officer now has direct access and can conduct research independently.

One particularly impactful feature is public links. IT can generate secure, password-protected links to specific backup folders, set expiration dates, and share them with outside counsel. This allows external reviewers to work from backup data without exposing live mailboxes or requiring hours of manual IT effort. *"Keepit's secure, password-protected public links are a huge time-saver for everyone,"* says Carr.

Identity protection and predictable pricing

Identity and access management are critical across Flow Control Group's environment. The company uses Okta as its primary identity provider while maintaining deep integration with Microsoft technologies. Backing up both Okta and Entra ID ensures business continuity in the event of tenant corruption or data issues.

Finally, predictable economics played a key role. Keepit's approach to unlimited data storage and long-term retention gives the team confidence that protection will scale as the organization continues to grow.



About Flow Control Group

Flow Control Group (FCG) is the leading solutions provider focused on technically oriented products and services for flow control, industrial automation and life sciences with locations throughout North America.

As Flow Control Group acquires new brands and expands its SaaS footprint, Keepit provides a consistent foundation — one platform protecting multiple applications, strengthening identity resilience, and supporting long-term compliance and growth.

"As we grow, we don't want costs to keep escalating. Knowing we can store what we need long term with Keepit gives us confidence."

– Grant Walsh

Director of IT, infrastructure operations and security
Flow Control Group

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. www.keepit.com

