

Keepit helps J. Macêdo stay resilient, compliant, and always ready to recover



Keepit helps J. Macêdo stay resilient, compliant, and always ready to recover



With 89 years of history and brands such as Dona Benta, Sol, Petybon, Brandini, and Boa Sorte on shelves across Brazil, J. Macêdo is one of the country's largest food companies. Its users work entirely through Microsoft 365, relying on SharePoint, Outlook, and Microsoft Entra ID as the backbone of daily collaboration. When the IT team, led by Luciano Bortoluzzi, head of information technology, evaluated how to protect that environment, three priorities shaped the search: ease of use, reliable recovery, and the ability to support the company's compliance and audit programs without adding complexity.



A lean team requires an autonomous solution

J. Macêdo required a solution that demanded minimal intervention from the team. There was a need for a solution that wouldn't require constant maintenance, specialized configuration, or manual management to operate. Whatever the choice, the goal was technology that worked autonomously after initial setup. J. Macêdo turned to Movti, a Keepit Value Added Reseller, to evaluate its options for SaaS data protection, ultimately choosing Keepit.

Keepit for Microsoft 365 meets those requirements. Since going live in 2023, the platform has operated with minimal intervention

“Keepit today operates autonomously, with very little need for our intervention. We do spot checks to validate the backups and connectors, and they're always in order.”

Luciano Bortoluzzi
Head of Information Technology
J. Macêdo



“Whether it's an in-place restore on a SharePoint site or a secure shared link, we know we'll have our data back and intact in a short time.”

Everton Lima

IT Operations Coordinator
J.Macêdo

from the team. Bortoluzzi describes the current routine as periodic spot checks to validate backups and connectors, and those checks consistently come back clean.

Fast recovery, flexible options

For J.Macêdo, data protection isn't just about having a copy of data somewhere. It's about being able to get that data back fast, in the right format, when the business needs it.

Recovery options make all the difference. Bortoluzzi's team can restore data directly to a SharePoint site or OneDrive, or deliver it via a password-protected link when data sensitivity requires it. That flexibility ensures the recovery path adapts to the situation.

Built to meet regulatory requirements

Keepit's data residency options played a meaningful role in J.Macêdo's decision. As a Brazilian company handling sensitive business data, the team needed storage aligned with both Brazil's General Data Protection Law (Lei Geral de Proteção de Dados, or LGPD) and GDPR requirements. Having data centers closer to Brazil means better latency for data access and restoration, and clearer alignment with local regulations.

Immutability was equally important. J.Macêdo's audit team needs to access historical data reliably and quickly, whether to investigate potential misconduct, support compliance programs, or review past activity. Keepit's approach, where backed-up data and metadata cannot be altered, addresses that directly. The company also benefits from Keepit's 99-year retention capability, a detail Bortoluzzi highlighted specifically: "You never know when you'll need to restore a specific piece of data."

Data ownership and infrastructure independence also factored into the decision. Keepit keeps customer data in a separate, dedicated infrastructure, meaning J.Macêdo's data is always accessible to them, even if something changes in their Microsoft environment.

One platform, room to expand

Bortoluzzi sees J.Macêdo's Keepit footprint expanding as the company introduces new SaaS applications to its environment. The platform is already in place to protect them when that happens. For a company that shows no signs of slowing down, that kind of readiness is part of how J.Macêdo keeps the work going.

“The immutability of our data is very important. It guarantees that our data is 100% secure, and the audit trail behind every action in the console gives us full visibility.”

Luciano Bortoluzzi
Head of Information Technology
J.Macêdo



About J.Macêdo

With 89 years of history, J.Macêdo is a company from Ceará and one of the largest food companies in Brazil. A national leader and reference in the wheat flour and cake mix segments, and one of the most important pasta brands in the country, the company also has a presence in the chemical and biological yeast, cookies, snacks, and desserts segments. Notable brands include Dona Benta, Sol, Petybon, Brandini, and Boa Sorte. In its Professional Line dedicated to the B2B (Business-to-Business) segment, the company maintains a portfolio of bread-making and processing flours, bread and cake mixes, flour enhancers, and yeast, among others. The company has a vertically integrated and regionally diversified business profile, allowing for greater competitiveness and efficiency gains. It has full control of the wheat supply chain, covering all stages: wheat purchasing, milling, production, commercialization, and distribution. J.Macêdo is present throughout Brazil with Distribution Centers, Administrative and Sales Offices, Mills, and Manufacturing and Billing Units.

About Movti

Movti is a Keepit Value Added Reseller and cloud consultancy, specializing in helping organizations protect and manage their digital ecosystems. Backed by deep Google Cloud and Microsoft 365 expertise, Movti combines specializations in Security, Infrastructure, Productivity, and AI to help organizations evolve their cloud environments efficiently, simplifying operations and generating lasting business value.

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 keepit.com or follow Keepit on [LinkedIn](https://www.linkedin.com/company/keepit).

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

