keepit®

Jerome's FURNITURE & MATTRESSES®

Family-owned business protects business continuity with data protection platform that works



Customer success story

Family-owned business protects business continuity with data protection platform that works



Jerome's Furniture kept running into the same problem: restores from its old backup service failed, in tests and in live recoveries. For a family-owned retailer that's been in business since 1954, that wasn't a risk worth carrying. Adam Warren, senior director of information technology, and his team searched until they found Keepit to solve their challenges. Now Keepit protects Microsoft 365 and Microsoft Entra ID from a single platform.

LOCATION	INDUSTRY	EMPLOYEES
USA	Retail	500

Reliable restores, immutability, and compliance drove the decision

Jerome's previous backup service covered Google Workspace and Microsoft 365. The team struggled to get reliable backups and hit errors during both test and live restores. "We desperately needed a solid, reliable solution," Warren says.

The team evaluated quite a few options before landing on Keepit. They worked with Vp16, a Keepit technology partner, to demo the platform and make the final call. "The backups and restores must work! Keepit totally fulfills this promise," he says.

Jerome's is based in Southern California and needs its data to stay in the United States for legal and practical reasons. As a retailer, it's subject to PCI

> "Cloud platforms have great resiliency, but they aren't inherently backed up. If a valid but errant or malicious API call says delete something, it's gone for good. Always have an immutable plan B."

Adam Warren
Sr. Director of Information Technology
Jerome's Furniture



> **“When a former employee’s mailbox was lost, Keepit made recovering the archived email a trivial process. Our old solution would have been iffy at best.”**
>
> **Adam Warren**
> Sr. Director of Information Technology
> Jerome’s Furniture

compliance, CCPA/CPRA, and must maintain strict data protection standards. Encrypted, immutable backups matter too, especially with modern threats like ransomware.

One platform now protects Microsoft 365 and Entra ID

Keepit replaced the previous service and now covers Jerome’s Microsoft 365 tenant and Entra ID. The team chose to continue protecting Entra ID because it expects its use of Entra and Intune to grow. Keepit stores backup data in dedicated infrastructure, independent of Microsoft.

A real-world recovery proved the switch

A few years ago, IT needed an email from a former employee’s mailbox. The mailbox had been lost during the account-disabling process, so the archived email had to come from backup.

Email and Microsoft 365 data support day-to-day business, and slow recovery can get costly. As Warren puts it, reliable backups and restores used to be a constant concern. Now Keepit is “a reliable part of our IT stack.”

A plan B is ready for today and tomorrow

A family-owned retailer doesn't have the deep pockets to weather a long outage. With Keepit, Jerome's has an immutable plan B for its core cloud data, proven in a real recovery. As its use of Entra and Intune grows, that protection is ready to grow with it.



About Jerome's Furniture

Jerome's Furniture is a family-owned Southern California furniture retailer in business since 1954. Still owned and operated by the Navarra family, the 500-employee company includes six family members, three of them third-generation retailers.

About Vp16 Technologies

Vp16 Technologies is a disabled veteran-owned, full-service information management and technology company. It helps organizations in the U.S. lower the costs, risks, and inefficiencies of managing digital data, including backup and archival data. The company also specializes in cybersecurity, data loss protection, and awareness training.

Your data. Here today. Here tomorrow.

Keepit provides a true 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.

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