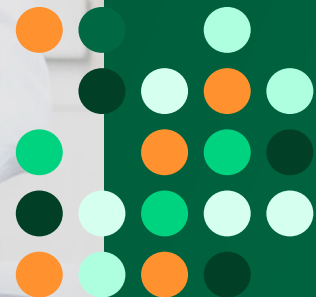


Largest media company in Finland chooses Keepit to protect cloud data



With over 2.2 million weekly readers, Keskisuomalainen is the largest media company in Finland. Migrating from on-prem Exchange to Microsoft 365 was essential to ensuring quick and efficient recovery of user data, and Keepit was the obvious choice.

3rd-party backup is a no-brainer

A risk often overlooked during the cloud migration process is failing to opt for a true third-party backup and recovery provider. Microsoft's retention periods and recovery functions are extremely limited, and many backup vendors in the market use the same data centers as Microsoft.

It was key for ICT Architect Arto Voutilainen to have a secure and accessible backup solution at an off-site location to ensure that company data is always accessible, even if Microsoft's servers go offline.



“It’s crucial for us that our M365 data is safeguarded at another location than that of Microsoft within the EU. provides this for us.”

- Arto Voutilainen
ICT Architect at Keskisuomalainen



“If Microsoft’s data center goes out, then our data goes out too.”

- Arto Voutilainen
ICT Architect at Keskisuomalainen

“We need easy access to share M365 data with returning users and Microsoft’s built-in capabilities are simply not sufficient here.”

– Arto Voutilainen

ICT Architect at Keskisuomalainen

Restoring data in a heartbeat

For Voutilainen, backup is an integral part of migrating the company’s on-prem data to Microsoft 365 – not only to protect existing and new data, but also to ensure quick and easy restore. Keepit provides Keskisuomalainen with simple and easy restore functions that allow Voutilainen to find and share user data directly, reducing operating costs.

Predictable and all-inclusive pricing

According to Voutilainen, other backup vendors charged additional fees and had numerous limitations regarding restores. What sets Keepit apart is that everything is included in the price. Voutilainen now relies on simple and fast recovery features, making restore tasks an easy process.

“With Keepit, data availability is straightforward: We own and have full, direct access to our data at all times.”

– Arto Voutilainen

ICT Architect at Keskisuomalainen

Keepit has supported Keskisuomalainen with their journey to the cloud and now ensures all business-critical data is backed up and protected with the highest level of security.



About Keskisuomalainen

Keskisuomalainen Oyj is the leading Finnish media company engaged in the printing and publishing sector with 60+ newspapers read weekly by 2.2 million people. The company employs 2000 media professionals and owns more than 90 media brands as well as marketing communications, research, printing and distribution services within its subsidiaries.



Learn how Keepit can securely back up and recover your data

Request demo



Keepit provides next-level SaaS data protection 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.

Headquartered in Copenhagen with offices and data centers worldwide, over ten thousand companies trust Keepit for its ease of use and effortless backup and recovery of cloud data.

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