

# Keepit provides immutable backup for Ludwig Freytag



**LUDWIG FREYTAG**

Immutable backups stored in European data centers was a key factor to Germany-based Ludwig Freytag when choosing a data protection partner. The construction company's IT department supports 1,600 users across more than 30 locations, using over 500 applications. Keepit was able to provide a reliable, independent and audit-proof backup solution for its Microsoft 365 data.

### Compliance at the forefront

Ludwig Freytag began its search for an audit-proof, GDPR-compliant backup solution by researching European SaaS backup providers. After receiving a recommendation, the company landed on Keepit's solution. With increasing regulations putting pressure on companies to always have access to critical data — and the ability to demonstrate this access — Keepit's backup solution provides companies with needed capabilities such as GDPR-archiving to make compliance easier. *"As a construction company with public clients, we are subject to strict data protection and retention requirements,"* explains Stefan Gerdes, Team Leader IT Operations & Infrastructure at Ludwig Freytag.

### Independence from cloud providers

For Ludwig Freytag, independence from Microsoft was another crucial factor when searching for a backup partner for its increasing Teams and SharePoint data. Keepit's vendor-independent, cloud-native solution allows companies to store data completely separate from their SaaS vendor. With Keepit, customers can secure data in the data center region of their choosing, ensuring data sovereignty. *"Storing data in European data centers was a central criterion to meet GDPR requirements and build trust with our internal data protection officers,"* says Stefan.



*"We wanted a solution that operates independently of the Microsoft ecosystem, offers easy recovery options, and meets data protection and compliance requirements."*

– Stefan Gerdes

Team Leader, IT Operations & Infrastructure at Ludwig Freytag



### Encrypted and immutable backup

Keepit's solution keeps backed up data immutable — data cannot be deleted or altered in any way. Data is AES-256 encrypted to ensure the highest level of security. With strict data retention requirements, Ludwig Freytag could rest easy as Keepit offers unlimited storage and retention, without hidden costs. With data loss incidents on the rise, securing critical data to ensure business continuity has become another important selection criterion for the company.

***“Encryption and data immutability are essential for our compliance requirements and protect us from ransomware attacks.”***

– **Stefan Gerdes,**  
Team Leader, IT Operations & Infrastructure  
Ludwig-Freytag

### Time and cost savings

*“Before Keepit, recovering individual Microsoft 365 items was time-consuming and unreliable. Today, we can restore data within minutes with significantly less effort from IT support,”* notes Stefan.

The Keepit platform helps IT departments save time and money by automating backups and lessening administrative work. Priced per seat, the Keepit solution is cost-effective and predictable to budget. With a user-friendly interface, IT departments don't need to spend costly hours onboarding the solution — setting up the system is quick and easy.



### About Ludwig Freytag

Since 1891, family-owned Ludwig Freytag has utilized the expertise of four generations to become a leader in the German construction industry. The company specializes in planning, maintenance, and supervision for structural, industrial, and civil engineering construction of all types and sizes. With 1,900 qualified employees and the full versatility of a finely synchronized group of fourteen independent, individual medium-sized companies, optimal solutions for every task in the wide field of construction are guaranteed.

***“The solution is intuitive, reliable, and meets the highest data protection requirements. Highly recommended for companies with Microsoft 365 and compliance requirements.”***

– **Stefan Gerdes,**  
Team Leader, IT Operations & Infrastructure  
Ludwig-Freytag

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