

Centralized control and protection for SaaS applications: SPIEGEL-Verlag chooses Keepit



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For SPIEGEL-Verlag, digital growth has expanded how content is created, shared, and protected across the organization. While the company continues to publish its well-known print magazines – such as DER SPIEGEL that is one of the largest news publications in Europe – its growing portfolio of online platforms and digital services has increased the importance of ensuring business-critical data remains secure and recoverable. Protecting SaaS application data is essential to supporting daily operations and maintaining continuity across editorial and business teams.

Miroslav Najda, head of IT Operations and DevOps, is responsible for the company's IT architecture and security, ensuring systems remain resilient and available to support SPIEGEL's evolving digital environment.

DER SPIEGEL



LOCATION
Germany



INDUSTRY
Publishing



EMPLOYEES
1,400+

Multi-application SaaS coverage from one platform

As the SaaS environment at SPIEGEL-Verlag expanded, the IT team began evaluating how to back up Atlassian products, Microsoft Power Platform, and other business-critical SaaS applications. Existing tools did not provide consistent coverage across these platforms, prompting the team to reassess how they approached SaaS data protection.

Trusted technology partner Serveware introduced Keepit as a platform capable of protecting a broad range of SaaS applications. Serveware supported SPIEGEL-Verlag throughout the process by setting up and conducting the proof of concept, followed by the implementation of the solution and its transition into live operations. What began as a search to address specific gaps evolved into a decision to centralize protection for Microsoft 365, Atlassian products, Salesforce, Microsoft Power Platform, and Entra ID within one solution.



“Coverage across SaaS applications was the most important factor for us. With Keepit, we can use one platform to protect multiple services.”

Miroslav Najda

Head of IT Operations and DevOps
SPIEGEL-Verlag

Rather than managing multiple tools for different platforms, the IT team wanted centralized control and consistent protection across their SaaS environment.

Keepit provides true third-party backup and recovery designed for cloud applications. Data and metadata remain immutable, always accessible, and quickly recoverable through granular restore functionality, helping organizations reduce risk and strengthen business continuity.

Predictable costs for long-term stability

Cost transparency was another important factor. The team had experienced price increases with their previous solution, making budgeting more difficult and prompting them to evaluate alternatives.

“Cost predictability was one of the pain points with our previous solution. We experienced price increases, which led us to look for another option.”

Miroslav Najda

Head of IT Operations and DevOps,
SPIEGEL-Verlag

Keepit's transparent pricing model provides clarity and stability, supporting long-term

planning as SPIEGEL continues to expand its SaaS environment.

Fast, reliable restores keep teams productive

SPIEGEL-Verlag's IT organization delivers backup and recovery as an internal service across departments, ensuring teams can quickly recover lost files or data when needed. Restore capabilities are critical to maintaining productivity and avoiding disruption.

Granular recovery options allow the IT team to efficiently restore data and support internal users without complex or time-consuming processes.

German data storage for greater control

The ability to store data in Germany was also an important consideration. Combined with vendor-independent architecture, this provides SPIEGEL-Verlag with confidence that business-critical SaaS data remains protected in accordance with organizational requirements.

By consolidating multi-application SaaS protection within a single platform, SPIEGEL-Verlag has simplified data protection while strengthening resilience. With predictable costs, broad coverage, and reliable restore capabilities, Keepit supports continuity across the company's evolving digital landscape.

Trust in continued collaboration

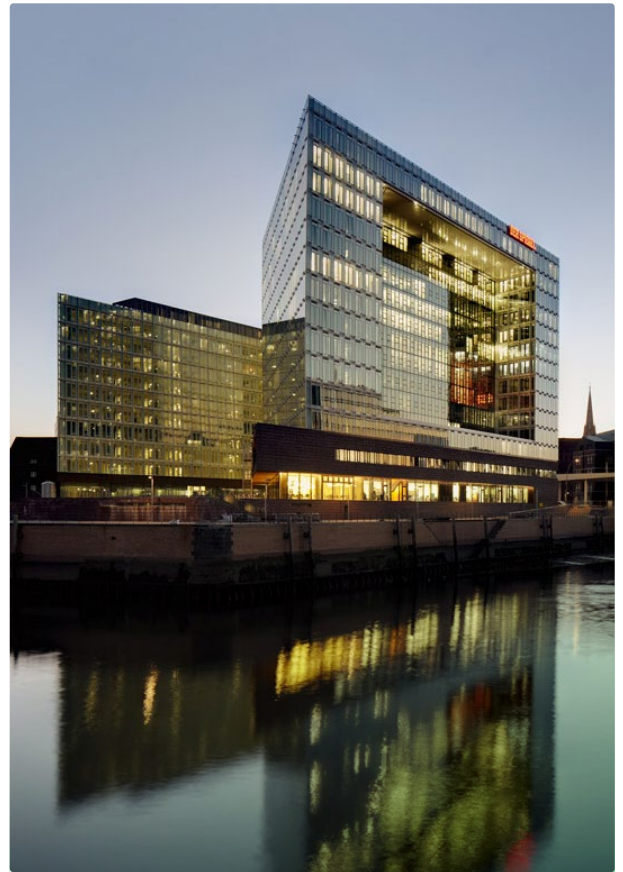
As SaaS adoption accelerates, companies are continuously onboarding new tools to increase efficiency and streamline processes. For SPIEGEL, knowing that the Keepit platform will continue to add to its portfolio in the future assured them of continued partnership for years to come.

“Knowing that Keepit is aiming to cover more applications in the future makes it easier for us – we know we are starting a long-term collaboration and don’t need to worry as we grow our SaaS suite,” says Miroslav Najda.

“Backup is essential, but the real value comes from being able to restore data quickly and reliably. Otherwise, the backup itself becomes far less useful.”

Miroslav Najda

Head of IT Operations and DevOps
SPIEGEL-Verlag



About SPIEGEL Group

The SPIEGEL Group based in Hamburg is one of the most respected German media houses. Print magazines, digital offerings and TV productions enjoy an outstanding position in the German media landscape. The exceptional journalistic quality and independent reporting form the core of all journalistic products.

In addition to SPIEGEL, Germany’s most important and Europe’s largest news magazine, the business magazines manager magazin and Harvard Business manager also belong to the SPIEGEL Group, as does the SPIEGEL TV brand, which produces video content for all distribution channels. 11FREUNDE, the magazine for football culture, and Efilee, the culinary culture magazine, round off the diverse range.

In 2024, the SPIEGEL Group generated sales of 255 million euros with around 1400 employees. In Germany, the group has nine editorial offices. Internationally, it is represented at around 20 locations.

About Serviceware

Serviceware empowers organizations worldwide to reinvent their service processes – intelligent, digital, and highly automated. The AI-native Serviceware Platform, combined with strategic consulting and a strong network of partners in IT security, data management, and endpoint management, provides a powerful foundation for efficient service delivery and future-proof IT transformation.

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

