

Aura Technology Enhances Data Security and GDPR Compliance for Its Customers with AvePoint



Customer Location

Southampton, England

Industry

Information Technology

Platform

Microsoft 365

Critical Needs

- 100% SaaS backup and recovery solution
- Fast, self-service restores in Microsoft 365
- Identify customers' risks and exposure in Microsoft 365
- Eliminate time-consuming manual permissions reports

Solution

- AvePoint Cloud Backup
- AvePoint Policies & Insights

★ Success Highlights

- Microsoft 365 data protection for 4,000 users
- 90% of leads converted to loyal, satisfied customers
- Data-driven conversations to assess and evolve clients' collaboration security
- Streamlined permission reporting, previously requiring days of effort

🔍 Customer Profile

Aura Technology is a Southampton-based managed service provider that specializes in developing and delivering business-driven applications for various industries. Committed to providing proactive IT services, Aura Technology aims to enhance its clients' organizations through cutting-edge managed IT solutions.

⚙️ The Challenge

Aura Technology sought to elevate its backup and recovery solution to better align with internal standards and meet its customers' evolving needs.

Transitioning its entire client base to a new backup and recovery platform was no small feat, and they approached the decision with caution, prioritizing three key considerations: technical capabilities, ensuring the solution aligned with their needs; commercial interactions, evaluating ease of procurement and sales processes; and partnership opportunities, assessing how the relationship would contribute to overarching business goals.

Richard Flanders, Commercial Director at Aura Technology, recalls, "We were determined to find a best-in-breed solution that met our clients' expectations and provided us with the tools to offer exceptional service and support."

💡 The AvePoint Solution

When they went to market to find a solution that met these requirements, one name continuously stood out: AvePoint Cloud Backup. This comprehensive solution offered backup and restore capabilities across multiple platforms, including Microsoft 365, Salesforce, Google Workspace, Azure, Power Platform, and Dynamics 365.

“Cloud Backup stands out as a truly comprehensive solution,” Richard says. “It’s the only solution that covers Teams Chat, Planner, Project, and Exchange public folders, meeting our customers’ expectations.” Richard also appreciates that Cloud Backup automatically includes all data without requiring manual selection, ensuring comprehensive coverage.

Self-service tools like delegated administration and the Ava chatbot further enhance user experience, empowering users to perform backup and recovery tasks. This streamlines operations for Aura Technology, eliminating the need for a dedicated backup management team and allowing them to focus on delivering exceptional service to their customers.

The effectiveness of Cloud Backup’s restoration processes was evident in a recent incident. When a client accidentally deleted their data, Aura Technology swiftly intervened. Leveraging Cloud Backup, they successfully recovered over 1.5 TB of data, restoring it precisely as before, all within 28 hours.

Cloud Backup’s GDPR functionality also resonates strongly with Aura Technology’s clientele; it offers a user-friendly solution that complies with fundamental principles like the right to be forgotten. “When it comes to GDPR, everyone forgets backup,” Richard says. Aura Technology complements this feature with dedicated GDPR training days, empowering clients to navigate compliance seamlessly.

Aura Technology further expanded its partnership with AvePoint by implementing Policies & Insights (PI), a solution designed to analyze risk and user access to sensitive documents within Microsoft 365.

Traditionally, generating permission reports was labor-intensive, sometimes requiring days of effort, but PI streamlined this process, providing actionable insights to improve the overall environment proactively. Its dashboards highlight and track exposure (anonymous links, external user access) over time, offering at-a-glance insights into Microsoft 365 data security.

“Every customer who demos Policies & Insights purchases it,” says Richard. “In an industry where many security services can be complicated and hidden from your customers, PI offers tangible value by providing clients with visibility into their environment, enabling proactive measures to safeguard their data more effectively.”

Aura Technology can manage both Cloud Backup and Policies & Insights for all their clients in the Elements Portal, AvePoint’s multi-tenant management platform. Richard says, “It’s actually easier in Elements to navigate and visualize data compared to natively in Microsoft 365. For instance, within Elements, you can easily track storage usage and rate of growth across Microsoft 365.” Aura Technology can even grant customers access to the Elements Portal to manage their environment if they choose. This further streamlines Aura Technology’s operations and empowers its clients with information.

The Bottom Line

Through its more than five-year partnership with AvePoint, Aura Technology has enhanced its backup and recovery services and fostered meaningful conversations with clients regarding data governance and compliance. The solutions have proven successful with customers, and Aura Technology has a 90% customer retention rate of Cloud Backup leads.

Looking ahead, Aura Technology is exploring the addition of AvePoint Opus to its tech stack, further empowering its customers with better information management services. “Much like Policies & Insights, AvePoint Opus offers concrete insights that hold tremendous potential for empowering our customers to manage their information more effectively,” Richard states.

With AvePoint as a trusted partner, Aura Technology is well-positioned to continue delivering cutting-edge solutions to meet their clients’ needs of today and tomorrow.

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- RICHARD FLANDERS, COMMERCIAL DIRECTOR, AURA TECHNOLOGY

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