

BackupVault Expands its Business with AvePoint for Multi-Cloud Backup, Recovery, and Migration

UK-based BackupVault grows from zero to over 35,000 users, protecting their data across Google, Microsoft and Salesforce

Customer Profile

BackupVault is a UK-based company specializing in cloud backup and data protection solutions. Founded in 2004, it offers services including [backup for Microsoft 365](#) and [Google Workspace](#), and [Endpoint Detection & Response](#). BackupVault's mission is to provide reliable and secure data protection for businesses of all sizes, leveraging advanced technology to combat modern cyber threats.

Location

Dorset, UK

Industry

IT

Platform

Google Workspace
Google Classroom
Salesforce
Microsoft 365
Dynamics 365
Entra ID

Solution

[AvePoint Cloud Backup](#)
[AvePoint Fly](#)
[AvePoint Policies & Insights](#)

Critical Needs

- Comprehensive cloud backup solution for Google Workspace, Google Classroom, Microsoft 365, Dynamics 365, Entra ID and Salesforce with on-demand self-recovery
- Protection for over 35,000 Microsoft 365 and Google Workspace users with a total of over 500TB of data on the AvePoint platform
- Robust data protection for their customers to prevent data loss due to accidental deletion or ransomware attack
- Fast and efficient migration tool for customers engaged in mergers and acquisitions
- Data classification tool for Copilot readiness

Success Highlights

- Comprehensive, multicloud solutions and responsive customer service have helped BackupVault to scale their business from zero to over 35,000 seats protected in the AvePoint cloud in the past 12 months.
- Unlimited storage and high level of granular restores for Google Workspace, Google Classroom, Salesforce, Microsoft 365, Dynamics 365 and Entra ID data to protect over 500TB of customer data at scale.
- Effortless data management, enabling fast and efficient migration for customers requiring consolidation of data from multiple sources to one 365 tenant.
- Data security, classification and protection against data loss to ensure business continuity for customers.

The Challenge

Over the past two decades, [BackupVault](#) has evolved from a small managed service provider (MSP) into a rapidly growing cloud backup and data protection solutions provider. Today, they cater to organisations of all sizes across the UK, serving nearly 650 customers, including 120 MSPs.

BackupVault first came to AvePoint because they needed a comprehensive, multiplatform backup solution to protect data for their customers which now includes around 35,000 users across Google Workspace, Google Classroom, Microsoft 365, Dynamics 365, and Salesforce. They needed a solution offering high granularity and depth for data recovery, and they wanted their customers to also have the ability to employ self-service data recovery so they could scale.

Additionally, BackupVault needed a fast and efficient migration tool for customers involved in mergers and acquisitions (M&A) and those needing data consolidation from various sources into a single tenant for better data management.

Lastly, given the budget constraints in the education sector, which represents 30% of their customer base, BackupVault required a pricing model that would make backup and recovery services more affordable.

The AvePoint Solution

To maintain exceptional growth, the entrepreneurial team at BackupVault partnered with AvePoint to enhance their service offerings and respond better to evolving customer needs. Of their partnership with AvePoint, Brian Evans, BackupVault's UK Sales Director, shares, "We wouldn't have been able to achieve our sales objectives without AvePoint's help. Together with them, we were able to go from zero to over 35,000 seats in the past year because of the kind of support we've had, and because [AvePoint Cloud Backup](#) does what it says it will do without fail."

Case in point: AvePoint Cloud Backup's granular restore feature. Says Brian, "The level of granularity, down to the individual version level, including the ability to recover permissions and the depth of coverage, from a recovery perspective have been critical for us and our customers. We're assured that all critical data is backed up by a trusted name that has a strong partnership with Microsoft."

From a cost and compliance perspective, Brian emphasized AvePoint's unlimited storage and retention as a feature that sets it apart from competition, making it the most commercially viable. According to Brian, "Many customers don't realize how crucial having unlimited storage and retention is in the long run. The per-user model with unlimited storage and retention that AvePoint offers is beneficial for our customers because aside from not worrying about regulatory compliance, they get the best value for data retention especially as we expect data volumes to grow through time and with the introduction of generative AI."

Especially now that organizations are producing more data than ever with Microsoft 365 Copilot, BackupVault has become a strategic partner to its customers, helping them to prepare for and protect critical data. Similarly, to mitigate risk and threat actors, data protection for Entra ID is something BackupVault offers to its customers so they can stay safe.

From Brian's perspective, "In partnership with AvePoint, we know we can offer our customers the best technology and solutions to safely use emerging technologies like generative AI."

For BackupVault's migration needs, [AvePoint Fly](#) has been instrumental in managing tenant fluidity, particularly in multi-academy trusts within the education sector and businesses with multiple sites. As a robust multicloud, multiplatform migration tool, AvePoint Fly enables BackupVault to efficiently consolidate multiple tenants into one, enhancing data management.

One customer, [Yokohama Europe GmbH, the tire company](#), an existing cloud backup customer, approached BackupVault needing to merge all European Microsoft 365 tenants into one to improve collaboration and administration within the region. The first tenant had only 40 users, demonstrating that AvePoint Fly can be used for any size-migration.

According to Yokohama's IT Manager, Nathan Plackett, "AvePoint Fly offers an all-in-one solution that made migrating all Microsoft 365 services including Outlook, Teams and SharePoint easy. We set up jobs through the user-friendly interface, and then all we had to do was start or schedule migrations. Everything was fast and accurate."

Recently, BackupVault has employed an aggressive and successful land and expand strategy, where many customers initially had data protection needs, but now require migration services too. That's where introducing AvePoint Fly to the BackupVault arsenal has helped solve additional customer challenges, leading to more revenue, growth and satisfaction.

For example, Eduthing is one of BackupVault's customers that offers education and IT consulting services across the UK. Already using AvePoint Cloud Backup, BackupVault introduced Fly to help them with multiple migration and consolidation projects.

According to Eduthing's Cloud Solutions Architect, Reyan Ahmed, "We were easily convinced to use AvePoint Fly because it has features that were not available with our previous migration tool and it came at a much cheaper price per user." As a result, BackupVault was able to increase their business with Eduthing, and help them with projects like a Microsoft to Microsoft migration of 1,100 users, and many mailboxes and SharePoint sites, and a Google to Microsoft migration.

According to Reyan, "One of our favorite features is the option to set up and remove auto forwarding on mailboxes and scan the mailboxes for mapping validation and source data before the migration. The incremental migrations worked well, and we were able to generate reports afterwards to make sure nothing important failed. I would recommend AvePoint Fly to anyone planning a cloud migration."

The Bottom Line

Ultimately, BackupVault has accelerated its growth since partnering with AvePoint to solve evolving customer challenges at a competitive rate. It's been a mutually beneficial relationship with Daniel Beck, Partner Development Manager at AvePoint who highlights BackupVault's "exceptional knowledge of the data management landscape and their willingness to put customer requirements above all else, ensuring the right technologies are proposed and implemented."

Daniel adds, "BackupVault is one of our fastest growing partners in the UK and that's because Brian quickly works to understand customer challenges and always provides the best solutions, even thinking one step ahead of their current situations."

And for Brian, his final advice to organizations like BackupVault is to, "Focus on the quality of data recovery. Backup is not just moving data from one place to another. The real value lies in the ability to recover data to the version that your users want it to be. It's important to build resilience, minimize downtime, and quickly restore your digital environment to how it was, so choose your partners wisely."

To learn more about BackupVault's cloud backup solutions, [click here](#), and for their education sector backup service, [click here](#).



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*- Brian Evans,
UK Sales Director, BackupVault*



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