AvePoint®

Danish Crown Protects 184 TB of Data and Reduces Data Migration Times By 50% With AvePoint Cloud Backup and Fly

Danish Crown

Customer Location
Randers, Denmark

Industry
Food & Agriculture

Platform
Microsoft 365

Critical Needs
- Data protection and backup in M365
- Fast recovery and easy restoration of data
- Enterprise-grade tool for tenant-to-tenant migrations
- Advanced security features (including data encryption, single sign-on, and differentiated access)

Solution
- AvePoint Cloud Backup
- AvePoint Fly

⭐ Success Highlights

- Protection of 184+ TB of Exchange, SharePoint, OneDrive, and other M365 data
- 10-20x faster data restoration
- 50% reduction in time spent on migrations
- Savings of 4/hours a week with comprehensive error reporting

🔍 Customer Profile

The Danish Crown Group is a global food processing company and among the largest in its field. The Group is the world's largest pork exporter and Europe's largest pork processor, as well as a significant player in the European beef market. Just like the crops in the fields continuously change, Danish Crown tirelessly refines and improves how they work, from farm to fork, to ensure good, safe food for people around the world to enjoy.

⚙ The Challenge

As the world's largest pork exporter and Europe's largest pork processor, Danish Crown's plants are the critical step in their supply chain. IT is deeply integrated into this process, and any disruption or loss of data could cause a standstill; even though the plants do not directly depend on Microsoft 365 data, many of the supporting systems are.

"With cloud storage growing at ever-increasing speed, we were facing a demand from the business to quickly retrieve lost or corrupted data," says Henrik Nielsen, Senior Engineer, Workspace Solutions, Danish Crown. "To meet this demand, we have been missing a tool to provide us with up-to-date, browsable snapshots of backed-up data."

Danish Crown needed a solution that would protect them from data loss. Unfortunately, native backup and restore were not fast or comprehensive enough to meet Danish Crown's needs. Henrik says, "To restore through retention policies can take a day or more. We also couldn't afford to rely or depend on Microsoft's response time. We needed a granular solution that could restore an environment to a specific point in time and recover fast."

💡 The AvePoint Solution

With AvePoint Cloud Backup, Danish Crown gets the comprehensive backup, granular restores, and fast recovery they need. The backup and restore solution offers four automatic backups a day and provides built-in storage, flexible pricing plans, and more for M365, Salesforce, Google Workspace, Azure, Power Platform, and Dynamics 365.

Data security was a critical deciding factor for Danish Crown, and AvePoint's commitment to cloud security was a big selling point. "The fact that AvePoint is SOC 2 Type II and ISO: 27001 compliant was very important," Henrik says. These assessments verify a vendor has high-security standards in place and that they are robust and sound.

Cloud Backup also checked several boxes for Danish Crown with its advanced security features like data encryption in transit and at rest; single sign-on authentication; and delegated administration. This last one was particularly crucial, as it enabled them to protect their sensitive data, even within the organization.

"The differentiated access is a brilliant function," says Henrik. "It enables us to differentiate between several layers of restore capabilities, limiting the group of administrators who can access and restore data from containers that host highly sensitive information."

"The advantages of a full backup are clear," Henrik says. "Users will tell us they accidentally deleted some important emails, but they're not sure which ones or even how many. With Cloud Backup, we can say 'no worries, I can restore the inbox the way it looked last night.' Data restoration is now 10-20 times faster than our previous recovery methods."

After the successful deployment of Cloud Backup, Danish Crown decided to try Fly, AvePoint's migration solution. They had been looking for an enterprise-grade tool to help integrate newly acquired companies into their Microsoft 365, a process they do between five and eight times a year. These migrations can be anywhere from 10 users to 400 users, the largest of which required them to move 300 GB of data.

"The biggest advantage of Fly is that, although you need to spend some extra time setting up connections and mapping out users, you minimize the time spent on the cut-over itself." Henrik estimates Fly cuts work in half, reducing their migrations by 50%. This also saves Henrik from worrying, because should an error occur, it's easy to analyze the log and identify the files that didn't move and why and run a quick job to fix it.

👉 The Bottom Line

Henrik is happy Danish Crown was able to partner with experts to meet their backup and migration needs. "We're not in the backup business. We needed to find a professional, enterprise vendor who could help us ensure we have the right protections in place by analyzing our business and coming up with recommendations," Henrik says. AvePoint was able to provide this for Danish Crown.

"We would not have come up with it ourselves," Henrik goes on. "We could spend time finding the information ourselves, but never have anyone to validate it. That's why it's important to always seek professional advice. Don't take on that load yourself. Go to the experts and get guidance on best practices."

> ❝ *The advantages of a full backup are clear. Users will tell us they accidentally deleted some important emails, but they're not sure which ones or even how many. With Cloud Backup, we can say 'no worries, I can restore the inbox the way it looked last night.' Data restoration is now 10-20 times faster than our previous recovery methods.* ❞
>
> *HENRIK NIELSEN,*
> *SENIOR ENGINEER, WORKSPACE SOLUTIONS, DANISH CROWN*