



# Thrive Expands Managed Services Portfolio and Strengthens Data Protection with AvePoint

## Partner Profile

Thrive is a global technology provider specializing in cybersecurity, cloud, networking and other IT services. Their NextGen portfolio enables businesses to transform digitally and securely and is built around three core principles: scalability, automation, and business efficiency. Together, these help customers maximize their return on technology investments.

Thrive is an industry leader in managed services and data protection. It uses partnerships with companies like AvePoint to streamline processes, scale up operations, and deliver integrated solutions smoothly to its customers.

## Location

Foxboro, MA, United States

## Industry

Professional Services /  
Information Technology

## Platform

Microsoft 365

## Critical Needs

- Data protection, particularly for Microsoft 365
- Scalable solutions for managed services
- Business automation and efficiency capabilities

## Solution

[AvePoint Cloud Backup](#)

[AvePoint Opus](#)

## Success Highlights

- Implemented data protection solution for customers
- Successfully expanded their portfolio and strengthened data protection
- Achieved ROI through platform scalability and automation

## The Challenge

In the rapidly evolving and highly competitive managed services landscape, Thrive faced the challenge of continuously innovating and expanding service offerings while maintaining its core value: robust data protection for clients. Thrive needed a comprehensive solution, particularly for platforms like Microsoft 365, that could support their growth and evolution as a managed service provider (MSP) while maintaining high-security standards for customer data.

Thrive was in search of a technology partner that could provide reliable solutions, understand their specific needs, and help them deliver increasing value to their customers. The challenge was not only finding individual products but also establishing a strategic partnership that could support their long-term expansion and service innovation.

## The AvePoint Solution

Thrive chose AvePoint primarily for their continuous product development and unified platform tailored to drive growth and advance operational efficiencies. Starting with data backup solutions as a foundation, Thrive progressively utilized the AvePoint Elements platform such as Opus, Policies, and Insights for Microsoft 365 to enhance their service offerings.

Thrive also recently rolled out Microsoft Entra ID as part of AvePoint Cloud Backup solutions to their customers. As Stevens Demarcy, EVP, Research & Development at Thrive puts it, "I think everybody sleeps a little better at night knowing that their data is protected at all levels."

By providing insights, powerful integrations, and robust features to enable flexibility, control, and efficiency, AvePoint solutions have proven transformative for Thrive's service delivery model. The success of the four-year partnership is built on three key pillars:

- **Continuous Innovation:** AvePoint's regular release of new products and features allows Thrive to stay ahead of market demands.
- **Seamless Integration:** AvePoint's ability to incorporate multiple solutions into Thrive's NextGen portfolio enhances its scalability and automation.
- **Collaborative Development:** AvePoint is willing to listen to Thrive's needs as an MSP and incorporate feedback into its product development.

## The Bottom Line

"It's the innovation. AvePoint always brings new products to the table," Stevens shares. His advice to other MSPs considering AvePoint is straightforward: "Take the partnership. It's a win-win situation for both parties."

Looking ahead, Thrive continues to explore new AvePoint solutions and future roadmap, viewing AvePoint as a strategic partner in their mission to deliver comprehensive, efficient, and secure managed services.



*We partnered with you three-four years ago and it's been a great relationship. AvePoint, aside from innovation, values the partner relationship. You are always listening and hearing what we, as the MSP, want to do, want to see within the platform, so that makes it easy to work with AvePoint."*

**- STEVENS DEMARCY,  
EVP, RESEARCH & DEVELOPMENT,  
THRIVE**



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