

Simplifying Backup Across Borders: How *idverde* Unified Data Protection Across Four European Markets with AvePoint

Customer Profile

idverde is one of Europe's leading green infrastructure companies, operating across six countries to build and maintain sustainable landscapes for over 10,000 public and private sector clients. Headquartered in London, with around 650 employees in the Netherlands, *idverde* serves government municipalities and commercial organizations equally. Its Dutch branch specializes in urban greening and landscape construction, focusing on climate-resilient, biodiverse environments that promote community health and address environmental challenges.

Customer Location

Netherlands

Industry

Green Infrastructure

Platform

- Microsoft 365
- Entra ID
- Power BI

Critical Needs

- Consolidate fragmented backup across multiple countries into a unified solution
- Ensure protection of the M35 cloud ecosystem, including Entra ID and Power Platform
- Eliminate reliance on on-premise storage to improve efficiency and restore speeds
- Enable country-specific data management with centralized visibility and governance
- Guarantee reliable recovery capabilities beyond native Microsoft retention
- Ensure scalability to support continued growth and further cloud migration

Success Highlights

- Unified backup management across the Netherlands, Denmark, France, and UK with a single cloud-based solution
- Protected 91 TB of critical data across Microsoft 365, Entra ID, and Power BI platforms for 3,600+ users
- Achieved comprehensive platform coverage that competitors couldn't match, including Entra ID and Power Platform protection
- Enabled role-based access and country-specific governance while maintaining centralized oversight

The Challenge

Managing data protection across multiple countries with different IT capabilities and infrastructure created a complex web of challenges for *idverde*. The fragmented setup made it difficult to maintain consistency in backup and restore processes, and limited the ability to manage data in a structured way across regions.

At the same time, new platforms such as Entra ID and Power Platform had become central to *idverde*'s operations, reinforcing the need for a modern, cloud-first backup approach that could cover all critical workloads.

The company's recent consolidation from multiple Microsoft 365 tenants into a single European tenant created both an opportunity and a necessity to rethink its strategy. With operations spanning the Netherlands, Denmark, France, and the UK, *idverde* needed a unified solution that could support a group-wide approach while still allowing each country to retain control over its own data and restore operations.

The AvePoint Solution

Since November 2024, *idverde* has relied on AvePoint Cloud Backup to address their multi-country data protection requirements. The solution supports more than 3,600 users across all four European markets, protecting over 90 terabytes of critical business data.

The implementation introduced a unified platform with role-based access model. This allowed each country to manage its own backup environment independently. "Denmark, France, the UK, and the Netherlands all use the same AvePoint solution, but they can only view and manage their own users and data," Jeroen van Lieshout, Head of IT at *idverde*, explains. Unlike competitors that required separate solutions for different Microsoft services, AvePoint delivered comprehensive protection. "Other providers couldn't back up platforms like Power BI or Entra ID without additional tools," Jeroen notes. "AvePoint's strength is that it can protect almost everything within a single platform."

The increased backup frequency delivered immediate operational benefits. Instead of a single daily backup, AvePoint now enables multiple backups per day, significantly reducing potential data loss. "Previously we were limited to just one backup per day," Jeroen explains. "Now we can schedule multiple backups, ensuring better coverage and minimizing data loss."

The recovery capabilities have already proven their value in real-world scenarios. When SharePoint files were discovered missing months after deletion, beyond Microsoft's native retention capabilities, AvePoint successfully restored the data. "We had a situation where SharePoint files were discovered missing months after deletion and the native Microsoft 365 retention could no longer recover them, but AvePoint could recover them because we could directly restore them from a backup," Jeroen shares.

Outcomes

AvePoint's true value for *idverde* goes beyond individual recovery incidents. "It's like an insurance policy," Jeroen explains. "It strengthens confidence in our backup strategy, knowing we can restore data whenever needed, even if we rarely have to."

For Entra ID protection, the key value lies in ensuring business continuity. "Entra ID is at the core of everything, it's the foundation of our IT environment," Jeroen explains. "If it were to stop, productivity would

come to a halt, since it underpins access to all our applications and collaboration tools."

Power BI protection safeguards *idverde*'s substantial investment in business intelligence. "Power BI is critical for us. It provides the insights needed for project planning, financial reporting, and strategic decision-making," Jeroen notes. "Our data warehouse feeds Power BI, and our teams rely on it daily, from operations to management."

The implementation experience further strengthened confidence in the partnership. "Overall, the rollout was straightforward and smooth," Jeroen reports. "Our main challenges were internal — configuring data, defining responsibilities per country, and establishing proper governance within local teams. The obstacles were on our side, not with AvePoint."

The Road Ahead

Looking forward, *idverde* expects continued growth across their European operations, with the Netherlands anticipating 5-10% annual growth in IT users. The company continues migrating additional on-premise data to the cloud, expanding the scope of their backup requirements.

For IT leaders managing multi-country data protection, Jeroen highlights three essentials: "Set clear governance so each country can manage its own environment, make sure your backup covers all business-critical platforms, and choose a solution that scales with your growth. That's how you move from fragmented local setups to a unified, future-proof strategy."

The partnership between *idverde* and AvePoint shows how a comprehensive, cloud-native backup solution can meet the complex needs of multinational organizations, while simplifying management and strengthening protection across diverse environments. With unified visibility and country-specific controls, *idverde* is well-positioned to support its growth strategy while ensuring robust data protection across its network.



We needed a solution that could seamlessly support multiple countries. After consolidating our separate Microsoft 365 tenants into a single tenant, it became clear that we also needed one unified backup solution. Our previous provider couldn't offer this flexibility. With AvePoint, we finally achieved this in an efficient and reliable way."

— Jeroen van Lieshout, Head of IT, *idverde* NL

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