### keopit

# Take a leap toward defensible security with Keepit's next-level SaaS data protection platform

The surge in SaaS application usage, coupled with the exponential increase in data creation, has ushered in an era where businesses are constantly at the mercy of cyberthreats and evolving data compliance regulations.

<u>A recent study by ESG</u> showed 75% of respondent organizations experienced a successful ransomware attack in the last 12 months. It's noteworthy that <u>only 16</u> <u>percent</u> of those whose organization had experienced a successful ransomware attack were able to fully recover all their data after the attack.

An age of growing ransomware threats is further complicated by the inherent vulnerabilities of a shared global cloud infrastructure. Other emerging risks, especially those related to new attack methods and increased regulatory and compliance demands, introduce additional concerns and further inflate the repercussions of being caught unprepared..

#### The problem

These trends have the C-suite and board members balancing cost and risk as they strive for full data governance amidst competitive pressures and resource shortages.

Organizations must regain control over their SaaS data to ensure both current and future business continuity. However, the complexity of disaster recovery due to the shared responsibility model and strained security budgets has decision makers fighting an uphill battle.

### The solution

The Keepit platform addresses these challenges head on by providing a vendor-independent, cloud-native data protection solution that offers businesses unparalleled scalability and security.



#### Keepit future proof

Our unwavering focus on SaaS data protection and our purpose-built cloud infrastructure make us uniquely positioned to adapt to changes within SaaS offerings. With this dedicated focus, you can trust that our product decisions are designed to enhance your preparedness for the future, ensuring security and compliance in a constantly evolving environment.



**Keepit protected** 

Safeguard essential data and boost cyber resilience by securing data in a vendor-independent cloud with unique, permanently immutable data storage on a fully air-gapped, separate infrastructure. The Keepit platform is the a key aspect of data security by innovatively applying the traditional 3–2–1 backup rule to modern cloud environments to ensure redundancy against data loss and enhance data availability while significantly improving recovery times.



#### Keepit controlled

Regain control of your data with the ability to choose which region your data is kept in and have direct access to all versions of your data. Additionally, our pricing model offers predictable and stable costs, giving you greater control over your budget.



#### **Keepit effortless**

Keepit's design principles prioritize efficiency and simplifying data management to free up your team for core business activities. The intuitive interface and automatic adaptation to primary workloads streamline backup processes, making them accessible to users of all technical levels.

#### Cloud-native architecture

Designed from the ground up for cloud environments, offering seamless integration with various cloud services.

#### **Broad SaaS support**

Comprehensive coverage of critical <u>SaaS platforms</u> outpaces competitors.

#### Adaptation of the 3-2-1 rule

Four copies of your data are stored in two vendorindependent data centers within the region you designate - fully separated from any public cloud - and maintained without the employment of sub-processors.

#### Immutable by design

Data can only be added. Your backup is truly immutable by preventing alterations to or removal of your data.

#### Easy to use

User-friendly setup with an underlying automatic engine that will save administrator's time, including unique features for search, versatile recovery options, and snapshot viewer to restore to a previous point.

#### Transparent pricing

Our pricing isn't consumption-based, which means no retention cost, no extra costs for storage, no usage, no ingress or egress fees, and no costs for inactive users. Pricing is transparent and predictable.

#### Better detect anomalies

Monitoring and Anomaly Detection give you the ability to browse and monitor changes within all your snapshots, while Data Compare allows you to compare two snapshots to quickly spot the data difference and restore back to your production environment.

## **Cost-effective SaaS data protection**

**In a world** full of ever-evolving cyberthreats, increasing compliance regulation, and changing technology, Keepit continually and cost-effectively empowers your team with unrivaled SaaS data protection and time savings, allowing them to fully focus on accelerating your business. With the Keepit platform, you can be confident your security is defensible, ensure business continuity, and pave the way for future-proof cyber resilience.



#### What our customers are saying:

"More companies are affected by ransomware globally. By working with Keepit, we now have a solution if an event like this ever arose"

Andreas Fackler System Engineer at Porsche Informatik

PORSCHE



#### What our customers are saying:

"After being hit by Conti ransomware, we were able to restore our data with Keepit, and we were back up and running in 30 minutes."

**Tiffany Carra** Owner of Technology Did It





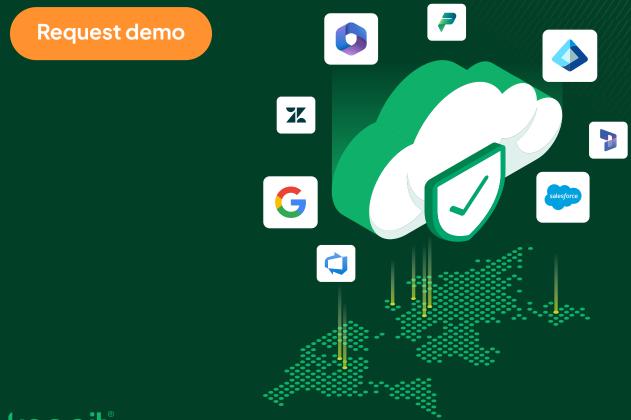






## **Keepit future proof**

Take the next step toward protecting your SaaS data



## keapit

Keepit provides next-level SaaS data protection purpose-built for the cloud, by securing data in a vendor-independent cloud to safeguard essential business applications, boost cyber resilience and future-proof data protection. Headquartered in Copenhagen with offices and data centers worldwide, over ten thousand companies trust Keepit for its ease of use and effortless backup and recovery of cloud data.

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