

## ☆☆☆ Swedish Match®

### Customer Location

Stockholm, Sweden

### Industry

Manufacturing

### Platform

Office 365

### Critical Needs

- Easy automatic backup of all Office 365 applications and workloads
- A solution that can scale alongside of their data growth and provide full backup coverage.

### Solution

- AvePoint Cloud Backup

“By far, our best experience with AvePoint has been the easy onboarding allowing us to rest assured that we have complete backups if restoration of data should be necessary,”

- Peter Tenor  
Infrastructure Architect  
Swedish Match

## Swedish Match Increases Office 365 Backup Coverage Thanks To AvePoint Cloud Backup

### Success Highlights

- Fast onboarding and set up of Cloud Backup
- Increased backup coverage of Office 365 data
- Leveraging their own storage allows them to scale their backup with unlimited users

### Customer Profile

Swedish Match develops, manufactures, and sells quality products with market-leading brands within snus and nicotine pouches without tobacco, moist snuff, chewing tobacco, cigars, matches and lighters. Swedish Match employs more than 5,000 employees, with production units in seven countries and business in markets across the globe.

### The Challenge

Swedish Match has been an early cloud adopter, having migrated to SharePoint Online in 2013. They maintain a hybrid environment with their Exchange and network drives on-premise, but plan to be fully invested into Office 365 by the end of 2019.

When they first migrated to SharePoint Online, they quickly realized the native retention functionality did not support their needs and started evaluating third-party backup solutions.

To backup all their primary applications in Office 365, such as SharePoint Online, Exchange Online, Microsoft Teams, they initially leveraged a third-party solution from a different vendor.

“Before moving to AvePoint Cloud Backup we used another cloud backup solution for SharePoint Online. Our data growth exceeded the capacity of the solution and led to incomplete backups,” said Peter Tenor, Infrastructure Architect at Swedish Match. “Also, restores were tricky as the tool wasn’t easy for the backup operators to use.”

### The AvePoint Solution

Swedish Match evaluated several third-party backup and recovery solutions over a period of several months, before ultimately selecting AvePoint Cloud Backup.

"We wanted to be confident that data was properly backed up for all of our Office 365 data so we ultimately selected AvePoint Cloud Backup," says Peter.

Swedish Match also valued that Cloud Backup was a full SaaS solution with zero installation or agents.

"That is a really great benefit. The onboarding was extremely fast and easy," said Peter.

Swedish Match is leveraging Cloud Backup's full capability to perform automatic incremental backups across their environment four times daily. This includes Office 365 Groups, OneDrive for Business, Exchange Online, SharePoint Online, and Microsoft Teams.

The option to bring-your-own-storage (BYOS) was also extremely attractive to Swedish Match and they have decided to use their own Azure BLOB storage.

Backup operators at Swedish Match have extensive experience with restoring data down to the document level through regular ongoing training.

"For our backup operators it is a tool that's easy to work with," says Peter. "Restoring data is easy and fast."

#### The Bottom Line

Swedish Match has been able to rest easy knowing they have complete coverage of their Office 365 workloads.

Set up was a breeze and by leveraging AvePoint Cloud Backup, the company was able to boost their coverage compared to their previous backup tool.

Moving forward, Swedish Match plan to evaluate additional AvePoint solutions for their SharePoint and Office 365 migration as well as ongoing management and protection.

"It was an easy and fast onboarding and we can now rest assured we have complete backups if restore of data should be necessary," says Peter.

#### About AvePoint

AvePoint accelerates your digital transformation success. Over 16,000 companies and 6 million SharePoint and Office 365 users worldwide trust AvePoint software and services for their data migration, management, and protection needs in the cloud, on-premises and hybrid environments. A four-time Microsoft Partner of the Year, AvePoint is a Microsoft Global ISV Partner and has been named to the Inc. 500|5000 six times and the Deloitte Technology Fast 500™ five times. Founded in 2001, AvePoint is privately held and headquartered in Jersey City, NJ.

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