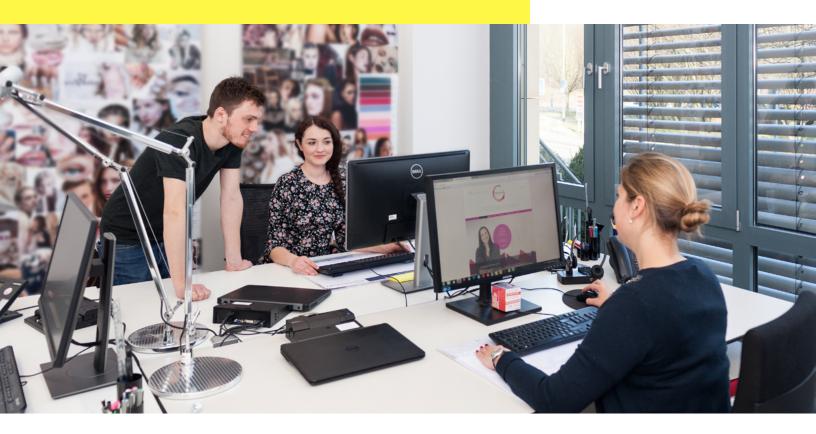# cosnova Beauty is trendy - even when saving Microsoft 365 data

■ NetApp

When cosnova users are online, NetApp SaaS Backup protects their Microsoft 365 data at AWS

At cosnova, dependable backup and restore are part of a pleasant working environment.

cosnova is the company behind the brands essence and CATRICE. The German family business operates in more than 80 countries, with recent cosmetics sales of more than €444 million. An estimated 400 million cosnova products, from lipstick to nail polish, are sold each year.

cosnova staff predominantly works remotely and in the cloud. With more than 10,000 emails a day, Exchange Online is the Office front runner, followed by OneDrive and Teams applications. Although Azure ensures high availability of Microsoft 365, it doesn't protect the data from loss or corruption. The customer needed a central backup concept that relieves the burden on its own IT, is flexible and easy to use, and meets European security standards.

"Other solutions are more complex, can do less, and cost more. NetApp SaaS Backup offers what it should and is very clearly structured. It couldn't be easier."

Muneer Jeuck
Junior IT Manager Systems & Security, cosnova Beauty

One backup with all the trimmings, please

After a detailed needs analysis, cosnova considered several solutions, including NetApp® SaaS Backup for Microsoft 365. NetApp partner CANCOM presented the cloud-native service during a cosnova on-site visit.

"We tested intensively, carefully checked the terms, and clarified the subject of backup and EU GDPR compliance with our legal department up front. Finally, we chose NetApp SaaS Backup. The price-performance ratio was unbeatable," said Muneer Jeuck, junior IT manager of systems and security at cosnova Beauty.

NetApp offers backup with all-inclusive service. The license costs cover everything from security and function updates to cloud storage and operating costs. Also, NetApp is developing the backup service to match the functional progress of Microsoft 365 at no cost to the customer. Even extras are possible; cosnova got an additional restore option with a defined availability period for backups.

The customer has adapted the backup frequency and thus the restore options according to data types and user profiles. Some data is backed up daily, and other data more frequently. To launch around 2,700 new products every year, cosnova works with a large network of suppliers, producers, agencies, and influencers and also discusses concepts directly with customers.

"When many people work together, data happens to be deleted. It's a huge benefit that NetApp SaaS Backup also protects our Teams and SharePoint files. In the backup portal, one can see where a deleted file was last and can bring it back quickly," said Jeuck.

When mailboxes grow rapidly for a short time due to special offers, limited editions, or events, cosnova doesn't have to worry. There are no limits

to the cloud backup storage, so data dynamics are irrelevant. This also applies if cosnova wants to use other parts of Microsoft 365 in the future.

Using the option of a second hyperscaler, cosnova saves the backups on AWS instead of Azure. This increases the availability of backups. In case of an AWS malfunction, the data is still intact because NetApp keeps additional backup copies.

Licenses managed effectively

Employees come and go, work part-time or at fixed term, or take parental leave. NetApp SaaS Backup helps the IT team stay flexible: Licenses can be deactivated and transferred to new users, either permanently or temporarily. This flexibility avoids "dead" licenses and saves money. The backups of the previous users remain available, in compliance with the required retention period.

The 700 backup licenses sold rapidly. Shared mailboxes in particular had an impact. The team has already purchased an additional 100 licenses through CANCOM Business Cloud Marketplace. Through this portal, customers can recall all agreed services and licenses at any time and use central reporting and monitoring. With a few mouse clicks, the new licenses were good to go within minutes.

Fixed costs and an exit strategy

With NetApp SaaS Backup, cosnova has fixed costs per license and user for the entire term. Costs are predictable, and invoices contain no surprises. When the customer buys more licenses, the costs are based on the agreed price per license and prorated over the remaining contract period. The contract and all licenses end on the same date, supporting a clear-cut exit strategy.

"The exit strategy was very important to us. Maybe we want to change the provider or back up to on-prem again. NetApp offers a fixed end of the contract

for all licenses and on top a longer grace period until the backup data is deleted," said Jeuck.

Goals achieved

NetApp SaaS Backup for Microsoft 365 made the IT team's wishes come true. Cloud data stays in the cloud. This relieves the load on the internet lines and the IT infrastructure, eliminates the need for individual and branch backups, and simplifies IT services. More than 650 users worldwide, from Germany to the United States, don't have to worry about anything; they simply turn to the help desk for data restores.

"Other solutions are more complex, can do less, and cost more. NetApp SaaS Backup offers what it should and is very clearly structured. It couldn't be easier. You don't need any specialist knowledge," said Jeuck. "In just one day we had everything set up and the backup jobs started."

Ongoing admin efforts are reduced as well. Jeuck briefly checks the backup status in the cloud once a day. If on-site support is required, CANCOM and NetApp serve the customer on their premises. Customers are also in good hands with the hotline.

"With the German NetApp support, you have the same contact person throughout a case. That's very professional, and our request was solved quickly," said Muneer Jeuck.

NetApp products

• NetApp SaaS Backup for Microsoft 365

Partner

• CANCOM

Check out your backup options at:

• NetApp SaaS Backup
• CANCOM Business Cloud Marketplace

Partner

CANCOM

NetApp