



SUCCESS STORY

Pure Adapt Secures and Protects Their G Suite Data with Backupify

backupify

a datto company



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Adam McFarland
Co-founder

pure adapt, inc.

Pure Adapt is an online retailer that sells high-end car care products through their [Detailed Image](#) site. Consumers come to their site to purchase items that they wouldn't be able to find in traditional brick and mortar stores. Since Pure Adapt's entire business is run online, ensuring that their systems are always available is critical to being able to deliver the best experience possible to their customers.

Backupify Protects Against Google Outages

After experiencing an outage, the team at Pure Adapt knew they needed a way to back up important data, "We became a Backupify customer in 2011. A G Suite outage made me realize that we needed a way to back up all of the important company data we have on there. All of our employees are working in the G Suite ecosystem to some degree. With any outage, we're losing access to our data, which represents a loss in productivity. This can have a huge impact on our business," explained Co-founder Adam McFarland.

Backupify Is The Industry Leader

McFarland wanted a solution that would work in the background, saving him from tedious manual exports of important data.

"As I started looking at solutions, it became clear that Backupify was the industry leader. I did my research on the offerings out there, and it was the clear winner. I manage a number of projects at Pure Adapt, so I wanted a 'set it and forget it' solution. I needed a solution that was automated, easy to use, and reliable. Nothing else was in the same league as Backupify," McFarland shared.

Backupify Was Easy To Use From The Start

From the very beginning, [Backupify for G Suite](#) proved to be a simple and reliable tool. As McFarland puts it, "It couldn't have been easier to get started with Backupify. Setup was simple, and it was easy to add and manage multiple G Suite accounts. It's clear they care about their customers. Right after we signed up with Backupify, I had a couple of questions. I emailed their customer support and received an immediate response. Additionally, whenever I log into Backupify, I always see great new product improvements and features. My experience with Backupify has been A+."

About Backupify

Backupify, a Datto company, is the leader in cloud-to-cloud backup, enabling enterprises to extend data protection and accessibility best practices to the cloud. Backupify gives IT professionals the security and control they need against data loss from user errors, external threats, and service failures. Learn more at www.backupify.com.

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