



Press release

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Proact supports Coop in their cloud journey

Proact has been selected by Coop, a leading retailer in Norway, to deliver a backup solution for its cloud-based Office 365 environment. Delivered 'as a service' by Proact, the solution uses hybrid storage technology to ensure enterprise-grade data protection and restore capabilities for 4,000 users at Coop.

The new solution offer a broad array of office support and productivity applications, including Exchange email, OneDrive file management, Skype conferencing and the Teams collaboration app.

To prepare for the Office 365 implementation, Proact was assigned to conduct a series of workshops with Coop's IT team to define the requirements and organise the migration process. During this process an external backup solution was advised to complement Microsoft's cloud-based Office 365 service. Using a hybrid cloud storage platform from NetApp, Proact was also selected to deliver this backup function as a service.

"From our longstanding partnership, we know Proact as a reliable supplier who understands our needs, and applies that knowledge to suggest effective, real-world solutions well suited for our environment," says Tony Darup, IT Infrastructure Architect at Coop. "Our Office365 migration project is greatly facilitated by Proact's advice and contributions, and we trust their cloud backup service to provide the strong data protection we are looking for, without adding workload to our team."

Coop also relies on Proact to supply and support its on-premise IT operations and infrastructure. A recent addition delivered by Proact is a secondary storage solution based on Cohesity technology, which enables Coop to consolidate multiple backup platforms, reducing management overhead while improving performance of backup and recovery procedures.

"We are proud to be selected by Coop to assist them on their cloud journey," says Lars Søderholm Hansen, acting Managing Director at Proact Norway. "Proact was early to recognise the momentum towards Office 365 and we have developed our skill set and service offering accordingly to meet this market demand, which is projected to grow further."

"There are several reasons why organisations using Office 365 elect to implement an external backup solution to complement this cloud-based service. One reason is to address user error or misconduct. Data retention policies offered with O365 are often too limited to meet Enterprise customers business and regulatory requirements. Another reason is that the data recovery capabilities provided by O365 are geared towards individual users and items, which is inefficient and difficult to manage in an enterprise environment. That's where our cloud based backup solutions come into play", says Danny Duggal, Head of Strategic Communications at Proact.

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About Proact

Proact is Europe's leading independent data centre and cloud services provider. By delivering flexible, accessible and secure IT solutions and services, we help companies and authorities reduce risk and costs, whilst increasing agility, productivity and efficiency. We've completed over 5,000 successful projects around the world, have more than 3,500 customers and currently manage in excess of 100 petabytes of information in the cloud. We employ over 800 people in 14 countries across Europe and North America. Founded in 1994, our parent company, Proact IT Group AB (publ), listed on Nasdaq Stockholm in 1999 (under the symbol PACT). For further information about Proact's activities please visit us at www.proact.eu

About Coop

Coop is Norway's second largest grocery chain. It is owned by 117 local cooperations with more than 1.6 million members. Coop has over 1,250 stores across Norway and employs more than 28,000 staff. Coop also owns the store chains Obs, Extra, Coop Mega, Coop Prix, Coop Marked, Coop Byggmix, OBS Bygg and Coop Elektro.

www.coop.no