



# Data resilience across continents: Delsey Paris secures operations with Veeam

## DELSEY PARIS

### Company

[Delsey Paris](#), founded in 1946, is a leading French luggage and accessories brand. The company's award-winning Paris design studio creates innovative, contemporary products ranging from suitcases to laptop bags. Delsey has an omnichannel distribution network across more than 110 countries.

### Solution

[Veeam Data Platform — Premium](#)  
[Veeam Cloud Connect for Service Providers](#)  
[Veeam Backup for Microsoft 365](#)

### Industry

Manufacturing

### Region

Europe

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**Maxime Vidal-Madjar,**  
CIO, Delsey Paris

### Challenge

Conscious of rising cybersecurity threats, Delsey wanted to bolster its defenses by making its backup and recovery environment compliant with the “state of the art”. To enable its internal team to focus on digital transformation, the company also aimed to hand over day-to-day management to an expert partner.

### Results

- Delivers reliable, resilient backup of all critical data worldwide
- Gives peace of mind that key systems and data are protected against ransomware
- Frees internal IT resources to work on strategic, value-driven projects

## Business Challenges

Cybersecurity risks continue to grow, and no network perimeter security is 100% infallible. To ensure it could continue to provide innovative luggage and accessories without interruption, Delsey wanted to strengthen its second line of defense: backup and recovery.

Delsey was using Veeam to protect its servers and data but saw room for expansion in its existing deployment. The company's CIO also wanted to ensure his IT team could focus their expertise on transformational initiatives rather than on time-consuming backup management.

Maxime Vidal-Madjar, CIO at Delsey Paris, said, "In my opinion, protecting the enterprise's data is the number one priority for any IT department. Until you are certain that your data is backed up and recoverable, there's little value in talking about anything else."

Delsey approached Veeam for advice on a managed services provider with the right skills and experience to bring its environment up to date.

"Veeam is the market standard for backup, particularly given the easy access to people with the right technical skills," said Vidal-Madjar. "If it hadn't already been in place at Delsey, I would certainly have deployed it. Veeam recommended that we work with Naitways as an accredited VCSP [Veeam Cloud & Service Provider]."

## The Veeam Solution

Delsey engaged [Naitways](#) to update and optimize its existing Veeam landscape, establish best practices around operations and governance, and provide expert managed services.

Naitways conducted an audit of the existing Veeam set-up at Delsey and designed an updated infrastructure and backup policy. Working with the internal team at Delsey, the VCSP deployed the latest Veeam Data Platform Premium software to protect physical servers

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“We continue to choose Veeam because the technology is powerful, it’s easy to find technical skills in the market, and the solution is highly cost-effective.”

**Maxime Vidal-Madjar,**  
CIO, Delsey Paris

across Delsey’s data centers in Europe, Asia and the US. These three backup environments protect all corporate data at Delsey, including the mission-critical ERP system.

“In addition to updating our Veeam solutions, Naitways re-configured the backup jobs and roles according to the latest best practices, and optimized operations to ensure that all backups finish in good time,” said Vidal-Madjar. “Naitways also re-validated security controls and provided a fully documented backup and recovery policy that precisely defines the configuration and its conformity to our business needs.”

In addition, Naitways deployed Veeam Backup for Microsoft 365 and Veeam Cloud Connect, the latter of which externalizes immutable backups to Naitways’ own cloud. Delsey follows [Veeam’s 3-2-1-1-0 backup rule](#), preserving multiple copies of data both on and offsite.

Delsey has outsourced the day-to-day operation of its Veeam landscape to Naitways as a fully managed service. “This is my first experience of working with a VCSP, and I’m very happy with the quality of service and responsiveness from Naitways,” said Vidal-Madjar. “We no longer talk about backup internally, because it just works. This frees up internal time to focus digital transformation initiatives.”

For Delsey, one of the advantages of working with Naitways as its VCSP is the company’s physical proximity. Combining expert knowledge of the Veeam technology portfolio with responsive support in the French language, Naitways rapidly built up a trusted relationship with Delsey.

“We engaged Naitways to optimize our large and complex Veeam landscape within a very short timescale,” said Vidal-Madjar. “Their consultants were responsive and efficient, and above all, they had the technical skills we needed. If ever we encounter a problem, we know that we can count on Naitways — there’s real trust between our teams.”

## The Results

### **Delivers reliable, resilient backup of all critical data worldwide**

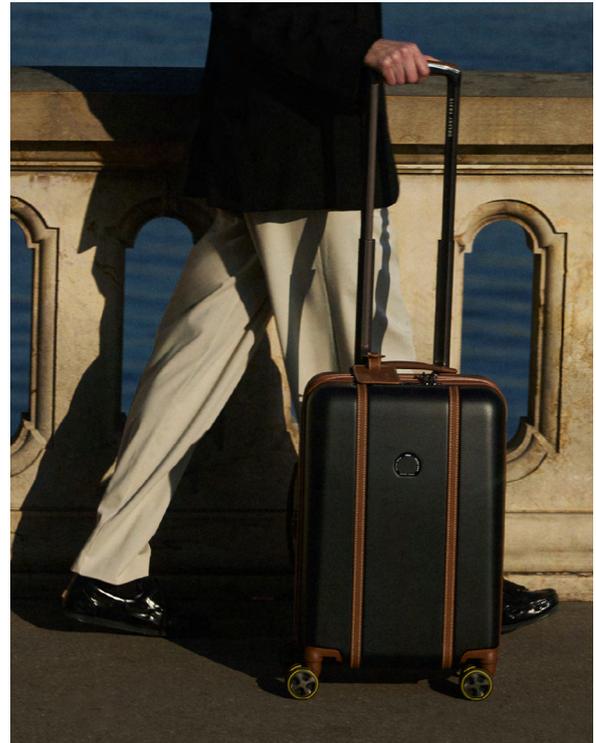
The combination of Veeam's technology and Naitways' knowledge helps ensure scheduled backups run on time, every time, while recovery is rapid and reliable.

### **Gives peace of mind that key systems and data are protected against ransomware**

"Immutable backups in two locations provide a second layer of protection against the growing risk of ransomware," said Vidal-Madjar.

### **Frees internal IT resources to work on value-add projects**

With expert day-to-day management of the Veeam environment from Naitways, Delsey's own IT teams can concentrate on delivering new value to the business.



#### **About Veeam Software**

Veeam, the #1 global market leader in data resilience, believes businesses should control all their data whenever and wherever they need it. Veeam provides data resilience through data backup, data recovery, data portability, data security, and data intelligence. Based in Seattle, Veeam protects over 550,000 customers worldwide who trust Veeam to keep their businesses running. Learn more at [www.veeam.com](http://www.veeam.com) or follow Veeam on LinkedIn [@veeam-software](https://www.linkedin.com/company/veeam) and X [@veeam](https://twitter.com/veeam).

#### **About Naitways**



**naitways**

Naitways is a 100% French cloud and cybersecurity expert. As an operator, host, and integrator, it provides managed services to support its clients with IT outsourcing and the evolution of their IT infrastructure. Known for its community of experts, it delivers high value-added services and commits to high service level standards. To learn more: [www.naitways.com](http://www.naitways.com)

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