

# Data resilience in action: Greenchoice's path to a sustainable future with Veeam



## Organization

[Greenchoice](#) is striving to accelerate the Netherlands' green energy transformation. Alongside energy from renewable sources, the energy company offers natural gas that is offset by worldwide investments in forestry and nature conservation projects. Serving both individual and business customers, Greenchoice operates from locations in Rotterdam, Rosmalen, and Nijmegen.

## Solution

[Veeam Data Platform — Advanced Veeam Data Cloud for Microsoft 365](#)  
[Veeam Data Cloud for Entra ID](#)

## Industry

Energy & Utilities

## Region

Europe

“Veeam helps to ensure our business-critical Microsoft 365 and Entra ID are available to users without fail. This translates into a more productive workforce who is ready to guide the Netherlands through the next step of our energy transition.”

## Dennis Versteegen

Senior System Engineer, Greenchoice

## Challenge

To reach its ambitious sustainability targets, Greenchoice must respond rapidly to fast-changing energy prices, growing customer expectations, and new commercial opportunities. To maintain always-on customer services while also unlocking greater business agility, the energy provider looked for a solution to protect its data without limiting its flexibility.

## Results

- Cut backup times by 10%, reducing the risk of impact on IT service levels.
- Decreased data protection administrative workload by 25%.
- Boosted availability by 10% to support exceptional business resilience.

## Business Challenges

Greenchoice is all about sustainability. The company is driving the Netherlands' transition to renewable energy sources, while also helping its customers become more sustainable through green energy, insulation, solar panels, electric vehicle charging, and more. With its sights set firmly on a future where the Netherlands is 100% powered by renewable energy, Greenchoice wanted to unlock greater agility while satisfying growing customer expectations.

"Our name says it all; we are the green choice for the people and businesses of the Netherlands," said Dennis Versteegen, Senior System Engineer at Greenchoice. "We're working toward our sustainability targets against a backdrop of non-stop change. For example, customers want more transparency and control than ever before. We must also respond to fluctuating energy prices. Unless we can shift gears fast when we need to, we risk losing business."

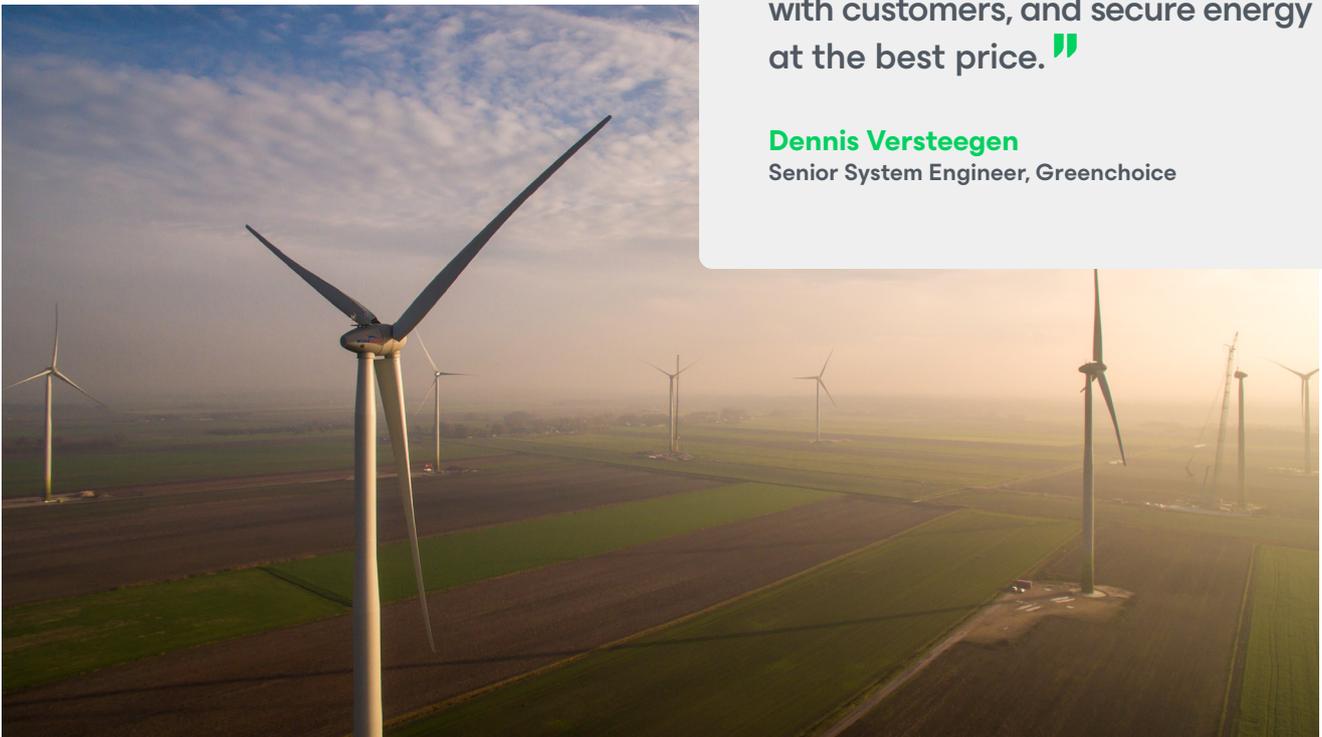
Greenchoice is harnessing the latest technology to ensure it can respond quickly and to any incident. However, maintaining comprehensive data protection and business continuity for mission-critical systems such as Microsoft 365 and Microsoft Entra ID posed a challenge.

"As our data volumes grew exponentially, the native data retention and recovery options we relied on for our Microsoft 365 and Entra ID environments no longer met our needs. We wanted more control, flexibility, and assurance when it came to protecting these vital systems," said Versteegen.

"Fast, reliable access to data is critical to Greenchoice, since it enables us to deliver reliable services, communicate accurately with customers, and secure energy at the best price."

**Dennis Versteegen**

Senior System Engineer, Greenchoice



## The Veeam Solution

---

Greenchoice selected Veeam Data Cloud for Microsoft 365 and Veeam Data Cloud for Entra ID for their all-inclusive data protection services with unlimited storage. This new approach helps the company strengthen business continuity, security, and compliance.

“As long-time users of Veeam to protect our on-premises systems, Veeam was the natural choice for our Microsoft SaaS applications too,” said Versteegen. “The deciding factors were Veeam’s proven reliability, ease of use, and strong track record in cloud data protection.”

Bringing Microsoft 365 and Entra ID under the protection of Veeam allows Greenchoice to take advantage of features such as immutable

backups, encryption at rest, and advanced storage compression. The company also rolled out daily automated backups and granular recovery options, all without impacting their production systems.

“Onboarding onto Veeam Data Cloud was simple and we were able to replicate the backup policies we use for our on-premises environment with minimal effort,” said Versteegen. “The Veeam customer success department played a key role in helping us to hit the ground running — our representative made sure we set up the Veeam solution correctly so that we could fully take advantage of our new capabilities. Her guidance saved us a lot of time and de-risked the process dramatically.”





Choosing Veeam is helping Greenchoice to raise the bar for data protection while enhancing internal efficiency. The company is using the time saved to empower its users with new and improved IT services, laying a strong foundation to accelerate their energy transition.

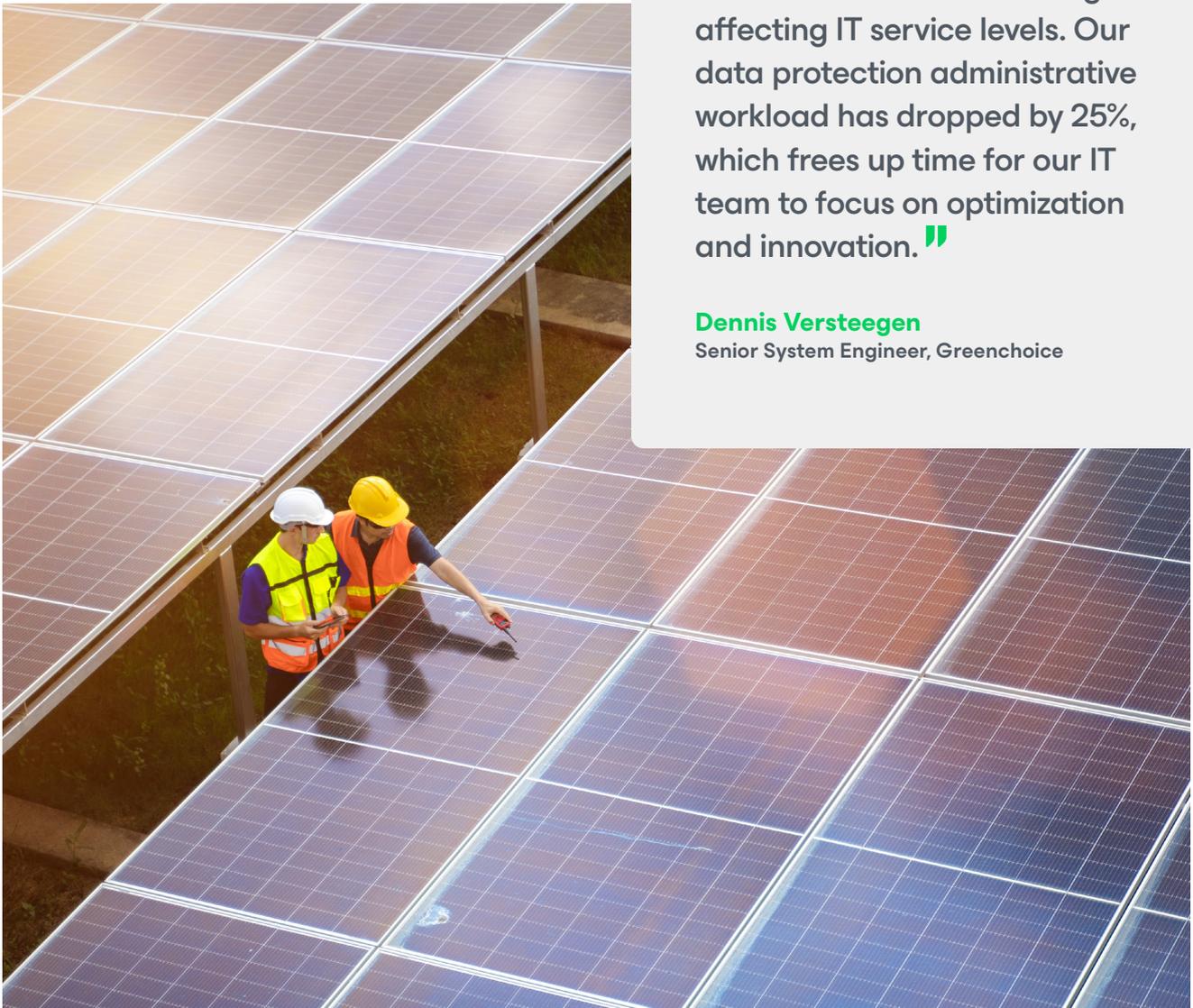
With the ability to recover Microsoft 365 and Entra ID data faster than ever before through Veeam, Greenchoice is driving up business continuity. Plus, by keeping essential productivity tools at employees' fingertips, the company is in a better position than ever before to pursue its sustainability goals.

"With Veeam, availability for our Microsoft 365 and Entra ID environments has risen by 10%, minimizing interruptions to users' work," said Versteegen. "Veeam has given our business resilience yet another boost, allowing Greenchoice to concentrate on our mission to build a greener Netherlands."

"Deploying Veeam has cut backup times by 10%, virtually eliminating the risk of them overrunning and affecting IT service levels. Our data protection administrative workload has dropped by 25%, which frees up time for our IT team to focus on optimization and innovation."

**Dennis Versteegen**

Senior System Engineer, Greenchoice



## The Results

### Cut backup times by 10%, reducing the risk of impact on IT service levels

Greenchoice can back up Microsoft 365 and Entra ID data every day without worrying about the impact on end users, which enhances data protection.

### Decreased data protection administrative workload by 25%

The company has saved valuable time that it now spends on developing new internal services and strengthening IT security.

### Boosted availability levels by 10% to support exceptional business resilience

“Veeam helps to ensure our business-critical Microsoft 365 and Entra ID are available to users without fail,” said Versteegen. “This translates into a more productive workforce who are ready to guide the Netherlands through the next steps of energy transition.”

### About Veeam Software

Veeam®, the #1 global market leader in data resilience, believes every business should be able to bounce forward after a disruption with the confidence and control of all their data whenever and wherever they need it. Veeam calls this radical resilience, and we're obsessed with creating innovative ways to help our customers achieve it. Veeam solutions are purpose-built for powering data resilience by providing data backup, data recovery, data portability, data security, and data intelligence. With Veeam, IT and security leaders rest easy knowing that their apps and data are protected and always available across their cloud, virtual, physical, SaaS, and Kubernetes environments. Headquartered in Seattle with offices in more than 30 countries, Veeam protects over 550,000 customers worldwide, including 67% of the Global 2000, that trust Veeam to keep their businesses running. Radical resilience starts with Veeam. 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).

→ Learn more: [veeam.com](http://veeam.com)

