

Safeguarding global supply chains: How Unifrutti cuts data recovery to minutes with data resilience from Veeam



Organization

Founded in 1948 in Italy as a fruit and vegetables trading company, [Unifrutti Group](#) is now part of the Abu Dhabi-based investment and holding company ADQ. The Group now operates on four continents, with 11,000 employees managing farms totaling more than 14,000 hectares.

Solution

[Veeam Data Platform — Advanced](#)

Industry

Agriculture

Region

Middle East & Africa

“Months of cultivating the perfect crop could be lost to an IT failure. With Veeam, we can avoid that nightmare.”

Dewet Blaauw

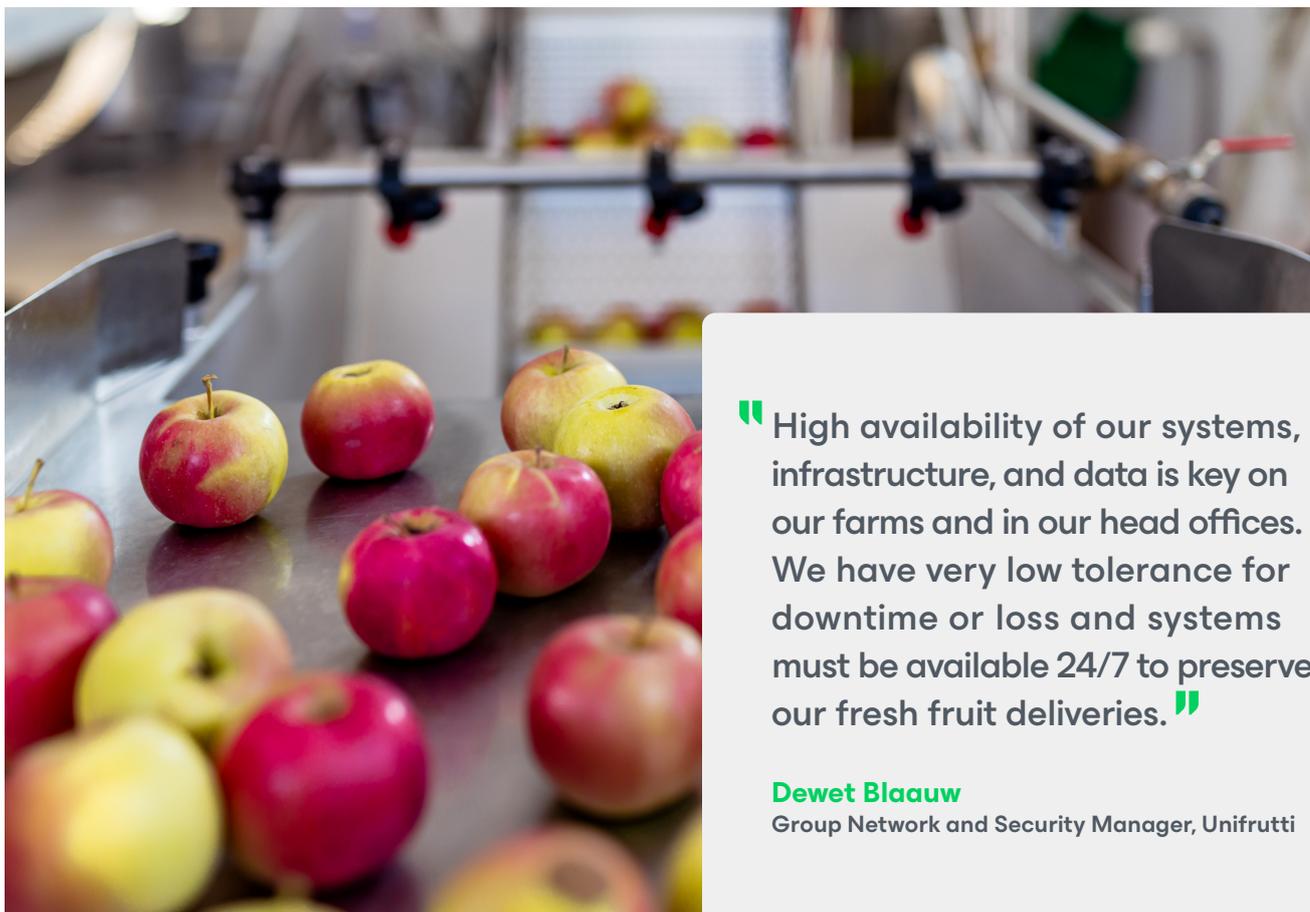
Group Network and Security Manager, Unifrutti

Challenge

Unifrutti manages fruit farms worldwide, selecting the best locations to maximize yield and quality. To oversee operations ranging from remote farms to international shipping, systems must run continuously and without data loss — since missing records can directly impact the salability of fresh fruit.

Results

- Enables recovery of large amounts of data in just minutes and contributes to 99.995% data availability
- Slashes risk of losing precious compliance data to near zero
- Offers 20% lower running costs compared to competing data resilience solutions



“High availability of our systems, infrastructure, and data is key on our farms and in our head offices. We have very low tolerance for downtime or loss and systems must be available 24/7 to preserve our fresh fruit deliveries.”

Dewet Blaauw

Group Network and Security Manager, Unifrutti

Business Challenges

Unifrutti grows premium crops in multiple countries and delivers fresh fruit to customers around the world. However, this global company faces some unique challenges.

“We gather and log data at every stage of harvesting, packaging, and shipping, with the goals of maximizing quality and freshness,” said Dewet Blaauw, Group Network and Security Manager at Unifrutti. “We use this data to ensure the product is delivered to the end customer with the quality they expect, so maintaining complete records is essential to our profitability and ongoing optimization of our crops.”

Power disruptions, internet outages, hardware failures, and malware or ransomware attacks are all facts of life. Preserving data and ensuring recovery without loss is a top priority on Unifrutti’s technical agenda.

“A farm is located where the environment and Mother Nature allow us to operate in the best way possible,” said Blaauw. “High availability of our systems and data is therefore key on our farms and in our head offices. We have very low tolerance for downtime. All our data must be protected and systems must be available 24/7.”

The Veeam Solution

For six years and counting, Unifrutti has chosen Veeam to protect its highly diverse and geographically dispersed data assets to bring the freshest fruit to tables everywhere.

“We review all our technology selections on a semiannual basis and Veeam is the top choice for our needs again and again,” said Blaauw. “The usability of Veeam is streets ahead compared to competing products. You can do sophisticated things with your data resilience such as roll out immutable backups, recover VMs instantly, restore databases within production environments — the list goes on — using very simple controls. Plus, we estimate that Veeam offers 20% lower running costs compared to competing data resilience solutions.”

Unifrutti relies on a combination of on-premises and cloud-based backups depending on location. Using Veeam, the company’s central IT team can manage a global deployment through a single console, providing end-to-end insight and control of data resilience.

“Backing up to the cloud makes sense for most of our offices, while our rural farms are best suited to on-premises backups,” said Blaauw. “The beauty of Veeam is that we can monitor and manage everything from one intuitive interface.”

The Veeam licensing model, based on virtual machines (VMs), enables Unifrutti to deploy instances flexibly and easily, even at some of the most remote locations. In addition, the ability





to host Veeam servers on Linux removes operating system license expenses in a very cost-conscious industry.

For farm locations, Unifrutti relies on Veeam Remote Proxy Server to enable automated, hands-off data recovery. More than once, this capability has proved to be useful in the event of hardware failure.

“Using Veeam, the team can restore the environment, enabling operations to continue while a hardware fix is arranged,” said Blaauw. “For example, if a system upgrade for our business-critical ERP system fails at one of our main offices, we can restore the instance within just 8 minutes using Veeam — often before users are aware that

there is a problem. That makes data loss less likely than ever before, helping us to ensure that our data logs are 100% complete.”

Unifrutti is taking advantage of built-in malware scanning functionality to bolster its cyber-resiliency measures. For the company’s rural farm locations, this capability is paying dividends.

In Unifrutti’s 24/7 quest to bring perfect produce to people everywhere, Veeam plays a key role in ensuring non-stop business continuity.

“In some ways, we are in a very old business: delivering delicious fruit to customers,” said Blaauw. “The difference is that today our customers are all over the world, and we’re coordinating global supply chains with a product that can lose its freshness in seconds in the wrong conditions. When the chips are down, and it’s a critical situation, I have absolute confidence in Veeam that we can recover.”

“Veeam boosts our cyber-resiliency on two counts. First, by equipping us with reliable, easy-to-recover backups. And second, with powerful integrated threat detection, which helps us give even our most remote locations additional layers of protection against cyber-crime.”

Dewet Blaauw

Group Network and Security Manager, Unifrutti



The Results

Enables recovery of large amounts of data in just minutes and contributes to 99.995% data availability

“If our systems go down, delicious fruit with a short window of freshness could go to waste,” said Blaauw. “Months of cultivating the perfect crop could be lost to an IT failure. With Veeam, we can avoid that nightmare.”

Slashes risk of losing precious compliance data to near zero

By preserving data logs for its fruit with Veeam, Unifrutti maintains the critical audit trail for temperature-sensitive fresh produce that’s ready for sale.

Offers 20% lower running costs compared to competing data resilience solutions

Veeam helps Unifrutti maximize returns on its investments in data resilience, providing advanced capabilities at a very competitive total cost of ownership (TCO).

About Veeam Software

Veeam, the #1 global market leader in data resilience, believes every business should control all their data whenever and wherever they need it. We’re obsessed with creating innovative ways to help our customers achieve data resilience. We do that by offering purpose-built solutions that provide data backup, data recovery, data portability, data security, and data intelligence. Headquartered in Seattle, with offices in more than 30 countries, Veeam protects over 550,000 customers worldwide, who trust Veeam to keep their businesses running. Learn more at www.veeam.com or follow Veeam on LinkedIn [@veeam-software](https://www.linkedin.com/company/veeam) and X [@veeam](https://twitter.com/veeam).

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