



CUSTOMER STORY



FRASERS GROUP

Frasers Group Establishes a Secure and Reliable Foundation for Employee Collaboration and Seamless Growth with Commvault

F R A S E R S G R O U P

Online and on the high street, Frasers Group is growing its presence fast through a dynamic acquisition strategy. As the retailer invites new employees into the group, ensuring they can collaborate effectively is vital to its ongoing success. Commvault Cloud Backup & Recovery for Microsoft 365, which supports non-stop collaboration across the group's companies — helping Frasers Group continue to change the face of UK retail and expand further afield.

Industry

Retail

Location

United Kingdom

Website

frasers.group

Key Metrics

- 8,500 users protected
- 65 TB of data backed up
- <8-week implementation

CHALLENGE

- Frasers Group is continually adding new Microsoft 365 user accounts and data, all of which must be protected to enable employee productivity.
- Existing data protection solutions were fragmented and complex, and unable to scale up rapidly as new organisations joined the group.
- Native backup and recovery tools secured data for just 30 days, exposing the group to possible corporate and legal risks.

SOLUTION

- Deployed Commvault Cloud Backup & Recovery for Microsoft 365, to back up vital data and enable rapid recovery in the event of a disaster, cyberattack or accidental deletion.

RESULT

- Offers Frasers Group a single data protection solution for Microsoft 365 that can be easily scaled to new mergers and company acquisitions, removing barriers to growth.
- Provides a central point of control for data protection that minimises management effort, freeing up time that can be focused on innovation.
- Simplifies compliance through comprehensive control of long-term data retention.

TARGETING INTERNATIONAL RETAIL EXPANSION

Keen to build on its dramatic and high-profile success in the UK, Frasers Group has set its sights on becoming the leading fashion, sports, interior design, and luxury goods retailer in Europe. As Frasers Group builds its business rapidly, the company has become famous for acquiring major apparel brands, a strategy that has served it well in recent decades.

When new companies join, Frasers Group acquires e-commerce sites, high-street stores, and stocks of goods—and also acquires IT systems and processes, containing large volumes of business-sensitive and operational data. To keep operations running smoothly during and post-acquisition, the group must ensure that key Microsoft 365 data is fully protected.

Sachin Dhingra, Microsoft 365 Lead at Frasers Group, explains: “We usually have a very short time to transfer, secure and back up the systems of acquired companies, because the outgoing owner often terminates their support services. We aimed to establish a streamlined approach that would onboard users within the acquisition timescale, and then protect that data to meet our legal hold and corporate risk objectives.”

Internally, Frasers Group relies on Microsoft 365 solutions as its global standard for email, collaboration and productivity applications, and all new users and data will ultimately be migrated to this environment.

“Typically, we would extend Frasers Group’s Microsoft 365 environment, transfer the new data, and then rely on Microsoft’s built-in backup tools,” explains Sachin. “However, this approach had some limitations. For instance, with a data retention window of just 30 days, older files could be lost forever, potentially causing us possible legal hold issues.”

He adds: “At the operational level, to recover a single deleted file entailed restoring the entire folder or SharePoint site, which adds up to a massive IT workload when you’re managing thousands of users. And we had no easy way track user activity either, which made it difficult to see if users had deliberately or accidentally deleted data—representing a corporate audit risk.”

FINDING THE PERFECT FIT FOR BACKUP AND RECOVERY

Frasers Group chose Commvault Cloud Backup & Recovery for Microsoft 365, to provide a single, easily extensible data protection tool for its essential employee collaboration and productivity applications. Before making the selection, the organisation enlisted the support of its long-term business partner Softcat to review its data protection environment and conduct proof of concept exercises for the top runners.

“During the demonstration of Commvault Cloud Backup & Recovery for Microsoft 365, it was clear that the solution does precisely what Commvault promises,” comments Dhingra. “For example, item-level recovery, easy scalability, and reliable support were among our top criteria for a new backup solution, and Commvault met every single one of our requirements.”

With help from Softcat, Frasers Group rolled out Backup & Recovery for Microsoft 365 across all its headquarters and brand operations.

Dhingra explains: “Setting up Commvault Cloud Backup & Recovery for Microsoft 365 was a seamless process, and Commvault was always on hand to help with expert advice. For instance, the team showed us how to plan the migration and prioritise key data, bearing in mind that Microsoft sets a daily data transfer limit of around 1 TB. Even with approximately 64 TB of Microsoft 365 data, over 151 million files, and 8,500 users, we completed the migration to Commvault in less than eight weeks.”

STRENGTHENING DATA PROTECTION WITH A STREAMLINED APPROACH

With powerful data backup and restore capabilities enabled by Backup & Recovery for Microsoft 365, Frasers Group ensures that Microsoft 365 data is comprehensively protected for even its most newly acquired companies.

“Adding new entities to our Microsoft 365 backup environment is truly seamless with Commvault Cloud Backup & Recovery for Microsoft 365, and we can begin the process as soon as we have access to their systems,” explains Sachin Dhingra. “Ultimately, Commvault Cloud Backup & Recovery for Microsoft 365 helps us to prevent data loss and bring the new companies fully into compliance with our own protection standards.”

He continues, “With item-level recovery enabled by Commvault Cloud Backup & Recovery for Microsoft 365, we’ve greatly reduced the time and effort taken to find specific files. Instead of trawling through entire folders, SharePoint sites and user accounts to find a single file, we can search for and recover it instantly. By getting data to users faster, we support them in working more productively.”

In addition, Backup & Recovery for Microsoft 365 creates a permanent record of files, folders, email, and Microsoft 365 data—enabling complete data retention and granular recovery capabilities. Both for operational recovery and for recovery from malicious incidents such as ransomware and intrusion, Backup & Recovery for Microsoft 365 provides system-wide protection. And with the Commvault solution in place, Frasers Group is now able to take advantage of the dashboard insights into user behaviour and set robust access controls.



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Sachin Dhingra
Microsoft 365 Lead, Frasers Group

"We now have the ability to manage data retention practices at the department level, protecting critical data such as finance and HR for longer," says Sachin Dhingra. "These capabilities ensure that essential operational data is always retained for the correct duration, which reduces business risk and simplifies compliance. Simultaneously, we can now identify and remove unnecessary data, which enables us to optimise our storage environment and reduce operational costs. If we need to recover any of our core data, we can now do so quickly and have confidence that the recovered data will always be intact."

Every moment of the data protection journey with Commvault is designed to support the Frasers Group strategy of rapid, lean, acquisitive growth. "Commvault has been with us every step of the way, and we look forward to deepening our partnership," concludes Sachin Dhingra. "With Commvault Cloud Backup & Recovery for Microsoft 365 ensuring that Microsoft 365 data is always available, our employees can work to their full potential to bring the next phase of Frasers Group to life."



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Sachin Dhingra
Microsoft 365 Lead, Frasers Group

ABOUT FRASERS GROUP

Founded in 1982, Frasers Group (formerly Sports Direct International) is the largest sporting goods retailer in the UK by revenue and operates a wide range of iconic retail brands, including 18montrose, Evans Cycles, FLANNELS, Frasers, GAME, House of Fraser, Jack Wills, sofa.com, Sports Direct and USC. Today, Frasers Group employs 30,000 people, operates 950 UK stores and sells sports, experience, street-style and premium lifestyle, as well as luxury goods to customers in over 20 countries.

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