

Technology | Norway

# Bringing backup-as-a- service to the world

Drive365

Building on many years of backup-as-a-service success in Scandinavia, fast-growth startup Drive365 will leverage Lenovo TruScale Infrastructure as a Service to expand rapidly into new global markets.



# 1

## Customer background

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### Who is Drive365?

Based in Oslo, Norway, Drive365 delivers a comprehensive range of IT services and solutions. The company's offering includes cyber security, backup as a service (BaaS), disaster recovery as a service (DRaaS), storage as a service (STaaS), consulting, and more.



## 2 The challenge

Founded in 2021, Drive365 is a startup on a mission to transform the data protection space. Kjell Rune Øyrås, CEO at Drive365, explains: “Across Europe and around the world, data protection regulations are becoming much more stringent. To comply with requirements such as the Digital Operational Resilience Act [DORA] and the NIST Cybersecurity Framework 2.0, organizations will need to separate backups from their primary storage environments and enable immutability—all while ensuring the underlying processes are properly documented.”

Drive365 recognized that addressing the new requirements would be costly and complex for many businesses, especially small- and medium-sized organizations with limited IT resources. “As a young startup, one of our first goals was to deliver a highly scalable BaaS solution, built on industry best practices,” continues Øyrås.

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“To help us build our BaaS offering, we evaluated server and storage solutions from leading IT vendors. **Lenovo was the clear winner** across several of our key benchmarks, including **price-performance, build quality, and reliability.**”

Kjell Rune Øyrås

CEO, Drive365

# 3

The  
solution

## Building with Lenovo

To underpin its BaaS offering, Drive365 uses Veeam Backup & Replication and [Lenovo ThinkSystem Ready Node HS350X V3](#)—a dense storage solution optimized for backup and recovery uses cases.

“As a data protection specialist, uptime is one of our most important metrics,” states Øyrås. “Lenovo solutions offer us excellent levels of reliability and availability to support always-on BaaS capabilities.”

### Services

[Lenovo TruScale Device as a Service](#)  
[Lenovo TruScale Infrastructure as a Service](#)  
[Lenovo Premier Support for Data Centers](#)

### Hardware

[Lenovo ThinkSystem DG5000](#)  
[Lenovo ThinkSystem DM3010H](#)  
[Lenovo ThinkSystem Ready Node HS350X V3](#)  
[Lenovo ThinkSystem SR250](#)  
[Lenovo ThinkSystem SR650](#)  
[Lenovo ThinkSystem SR655](#)

### Software

Veeam Backup & Recovery

# 3

The  
solution

## Launching new offerings

With the introduction of [Lenovo TruScale Infrastructure as a Service](#) (IaaS), Drive365 saw an opportunity to expand its offering. The company launched a DRaaS solution, powered by high-performance [Lenovo ThinkSystem SR250](#) and [SR650](#) servers with [Lenovo ThinkSystem DM3010H](#) and [DG5000](#) storage arrays.

“A growing number of customers are keen to get out of data center operations and focus on their core competencies,” explains Øyrås. “In the beginning, we typically deployed Lenovo solutions directly into our customers’ server rooms and data centers. With Lenovo TruScale IaaS, we don’t need to procure and configure the infrastructure for our DRaaS customers. Crucially, we only pay for what we use—enabling us to grow our DRaaS business while freeing up our capital for investment in other areas.”

# 3

The  
solution

## Driving continuous innovation

Drive365 continues to innovate. The company is preparing to launch a brand-new object storage solution, which will become the largest of its kind in Norway. Built on [Lenovo ThinkSystem SR655](#) servers and initially with more than 50 PB of capacity, the STaaS platform will deliver highly scalable and cost-effective sovereign data storage.

Rune Kruse, CTO at Drive365, says: “When we meet with customers and prospects, the topic of data sovereignty often comes up. A growing number of businesses want to mitigate the risk of storing data on public cloud platforms. Our new storage cluster, powered by Lenovo ThinkSystem SR655 servers, will provide these companies with a viable cloud exit strategy.”

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“Lenovo recognizes our commitment to delivering secure, future-ready infrastructure solutions, and in turn we consider them one of our **closest strategic partners**. We won the 2024 **Lenovo Growth Partner of the Year award** in Norway, and the **Lenovo Partner of the Year award** for Infrastructure just one year later.”

Kjell Rune Øyrås

CEO, Drive365

# 4

## The results

By partnering with Lenovo, Drive365 is ready to bring its data protection solutions to a truly global customer base.

“We’re currently working with Lenovo on a brand-new opportunity to offer our BaaS solution to international customers,” says Øyrås. “Using Lenovo TruScale IaaS, Lenovo will deploy and manage the IT infrastructure, while Drive365 will deliver the backup services remotely. It’s a huge opportunity to help businesses all over the world solve their compliance challenges.”



Rock-solid reliability



Seamless scalability



Rapid support

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“Our collaboration with Lenovo is **growing stronger all the time**. For example, we’ve started using Lenovo TruScale Device as a Service to provide laptops, desktops, and computing accessories to our customers. Looking ahead, our goal is to unlock Lenovo Platinum Partner accreditation—helping us to deliver **even higher-quality services** to our customers.”

Kjell Rune Øyrås

CEO, Drive365

# Why Lenovo?

For Drive365, one of the key advantages of working with Lenovo is the reliability of its solutions and the responsiveness of its support.

Kruse confirms: “We’ve rarely had to call upon Lenovo for assistance, because their solutions are extremely robust and we seldom have issues. On the rare occasions when we’ve needed technical support, we’ve found the Lenovo team to be knowledgeable, easy to work with, and fast.”

# How can managed service providers scale faster?

With Lenovo TruScale IaaS, Drive365 is preparing to bring its backup-as-a-service offering to customers around the world.

[Explore Lenovo TruScale IaaS Solutions](#)