

Zinnia Centralizes Cloud Data Protection and Audit Readiness Across AWS with Eon

As the insurance and financial services platform scaled through acquisitions and cloud migration, **Zinnia replaced account-by-account AWS Backup workflows with centralized backup management, automated coverage, and audit-ready reporting using Eon.**



EON RESULTS AT A GLANCE

A SINGLE SOURCE OF TRUTH

Across AWS accounts and business units.

AUDIT-READY REPORTING

Aligned to production and non-production retention.

LESS MANUAL BACKUP WORK

Freeing engineers for higher-value initiatives.



“Eon gives us far better control, not just on cost, but on what's actually protected across our accounts.”

—Thomas Auchinleck, Senior Director at Zinnia

ABOUT ZINNIA



Industry
Insurance

Size
2,500+ employees

Cloud Provider
AWS

Use Cases
- [Data Protection](#)

Eon Solutions
- [Cloud Backup Posture Management \(CBPM\)](#)
- [Reduce Cloud Backup Costs](#)

Zinnia is a fast-growing insurance and financial services technology platform supporting life insurance and annuities providers.

As the company expanded through acquisitions, Zinnia brought together multiple business units and inherited infrastructure that needed to operate under consistent regulatory, security, and operational standards.

THE CHALLENGE

Scaling across acquisitions made backup coverage harder to manage

Backups were managed using AWS Backup on an account-by-account basis, relying on manual tagging and configuration. As new resources were created and acquired systems were integrated, it took more coordination to keep track of what was protected.



“If you’re running AWS Backup across multiple accounts, you’re probably feeling the pain.”

As a SOC 2-compliant organization, Zinnia needed to prove that backups were running successfully and retained correctly. That often meant exporting AWS logs and translating them into reporting that auditors could validate, which took meaningful time and pulled engineers away from higher-value work.

As environments expanded, backup storage naturally grew as well. The team wanted clearer insight into which datasets required long-term protection versus shorter retention.

Zinnia needed a better way to:

- Maintain consistent coverage across the organization
- Simplify audit preparation in a regulated environment
- Reduce operational overhead as infrastructure continued to change

WHY EON

Managing backups across accounts without adding complexity

Zinnia evaluated several enterprise backup options, including continuing with AWS Backup, but ultimately needed a platform that could scale across accounts without increasing costs.

Three factors made Eon the right choice.

Clear, centralized insight

Eon provided a unified view of backup coverage, policies, and failures, reducing the coordination required to manage backups across accounts.

Automatic discovery and protection

Rather than relying on tagging discipline and custom alerts, Eon automatically discovers new resources and applies protection based on policy. This helped Zinnia keep coverage consistent as infrastructure evolved.

Cost efficiency by design

Eon reduced unnecessary storage costs while delivering the confidence Zinnia needed to move off AWS Backup without compromising coverage or compliance.

THE SOLUTION

Eon replaced account-by-account backups with centralized, automated coverage

From day one, Eon gave Zinnia a unified view of its AWS environment. Resources are automatically discovered as they're created, and backup policies are applied based on defined conditions rather than manual tagging.

Working closely with Eon's Solutions Architects, the team defined retention policies aligned with regulatory requirements, including 13 months for production data and shorter retention for non-production environments.

Backup success, failures, and coverage gaps became immediately visible in one interface, replacing log-heavy workflows.

Eon delivered this with no infrastructure to deploy in Zinnia's environment, no custom tooling to build, and no added operational overhead. That made it easy to standardize protection practices even as the organization continued to grow.

THE RESULTS

Full confidence in backup coverage and audit readiness

Always-on insight into protection status across accounts

Teams can quickly identify backup statuses, uncovered resources, and policy alignment without pulling information from multiple accounts.

That clarity has already surfaced oversized or unnecessary backups, including development datasets that didn't require long-term protection.

Operational efficiency and peace of mind

Before Eon, maintaining consistent coverage across accounts required ongoing attention to policies, changes, and coordination across teams. With Eon, that operational overhead dropped significantly.

Audit readiness

For a SOC 2-compliant organization, proving backups are successful and retained correctly is non-negotiable. Eon's built-in reporting and audit logs make it easier to demonstrate compliance with less manual effort to export logs and compile audit evidence.

THE FUTURE

Using backups as a foundation for stronger governance and future data use

As Zinnia completes its migration off AWS Backup, Eon gives the team room to expand into areas such as sensitive data discovery and putting backup data to work in additional use cases.

What began as a way to simplify backups is becoming a foundation for stronger governance and smarter data management as Zinnia continues to scale.

ABOUT EON



Eon provides instant access to companies' largest unused data—their backups—by automating them and making them immediately useful for AI and analytics.

As a cloud-native, autonomous cloud backup posture management (CBPM) platform, Eon converts complex cloud infrastructure backup into a unified, queryable data lake, enabling fast recovery, simplified compliance, and deep analytics.

By unlocking such immense value from data you already manage, your critical backup service effectively becomes free.

Ready to unlock the full potential of your cloud data backups?

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