CRASHPLAN
For Small Business

Cloud Backup For Business
Why You Can't Afford to Only Rely on Tools Like Dropbox

Accelerating Business—Protecting Productivity & Value

Cloud Collaboration Tools:

Powering Modern Productivity

Cloud collaboration tools like Google Drive, Microsoft OneDrive, Box and Dropbox drive powerful new ways of working—enabling seamless sharing of ideas and data that accelerates the speed of business, increases efficiency and enhances client and customer experiences.

Powering **Productivity**

Cloud Storage = Cloud Backup?

Not Exactly

As businesses look for new ways to leverage cloud collaboration tools, it's tempting to see them as a potential replacement for a true backup product. But a tool that stores files in the cloud is not the same as automatic cloud backup. In fact, these tools' greatest strengths become dangerous weaknesses when used in place of true automatic cloud backup, exposing your business to big risks—from spreading malware and ransomware, to losing productivity, revenue and even customers.

To help small businesses maximize the value of their cloud collaboration tools—while protecting their files, their intellectual property and their productivity—CrashPlan for Small Business put together this simple guide.

The Risks of Relying on Cloud Collaboration as Backup

Only Some Files are Covered

A Strength: Syncs the most recent versions of the files your employees are currently working on.

Becomes a Weakness: Employees only share files in the later stages of completion. Work-in-progress files, notes, ideas and all the other work that comes before a "shareable" draft are completely unprotected from data loss.

80% of the typical company's **value** lies in its files and data.[1]

Completely Dependent on Employee Compliance

A Strength: Gives users maximum control over file access and sharing.

Becomes a Weakness: Even if your official company policy is to save all files—including work-in-progress files—to the cloud sharing app, you're still completely dependent on your employees remembering to manually save files, every time. If they forget—or ignore—that policy, valuable files are unprotected.

On average, only **23%** of your **employees' files** and **data** make it to a cloud collaboration tool.[2]

1 Deloitte Review issue 19 "The hidden costs of an IP breach"
2 Code42 Software, Inc.

Limited Storage

A Strength: "Free and unlimited"
cloud storage.

Becomes a Weakness: If you use a cloud collaboration tool for truly comprehensive backup—every version of every file, for all time—you will likely hit the hidden limits of "unlimited" storage and end up paying a premium for added storage capacity.

Missing Essential Admin Tools

A Strength: Functionality built with the end-user in mind.

Becomes a Weakness: Administrators don't have any way to confirm which files are backed up—or test if the backup is working.

Not Built to Secure & Protect Valuable Information

A Strength: Seamless access
and easy sharing.

Becomes a Weakness: Cloud collaboration solutions are built for easy sharing—but that means they can easily share malware and viruses too. Backup solutions provide an "air-gap" to ensure infections aren't shared.

42% of SMBs report being the victim of a cyberattack[3]

and **Half** of them go out of business within six months as a result.[4]

3 NSBA 2015 Year-End Economic Report
4 SEC The Need for Greater Focus on the Cybersecurity Challenges Facing Small and Midsize Businesses

Malware & Ransomware Spreads

A Strength: Real-time syncing and seamless file sharing.

Becomes a Weakness: Infected files that start on one employee's device quickly spread to other users via automatic syncing. And worse, malware is specifically designed for this weakness, using cloud collaboration tools to penetrate all company files through a single device.

Slow, Painful File Restores

A Strength: Features focused on moving files forward.

Becomes a Weakness: Restoring lost files is a manual, multi-step process—taking hours or days and magnifying productivity loss and other business impacts.

> "OneDrive is great for being able to share data outside of the organization (large files) but at the end of the day it doesn't protect the entire computer, and that's where the CrashPlan software comes into play because it does protect the whole computer."
>
> **Michael Luehr,**
> **IT Consultant, 7 Layer Solutions Inc.**

> "Here's what small businesses need: automatic backup with versioning—the ability to restore any version of any file."
>
> **William Kisse,**
> **Principal, Washington Open MRI**

Plugging the Gaps with Automatic Cloud Backup

True cloud backup solutions offer unique functionality specifically designed to eliminate gaps and deliver comprehensive protection of all your files and data, so you can always bounce back—no matter what happens.

▶ **Automatic**
Backup happens silently and continuously—not vulnerable to employee mistakes, and not slowing them down, either.

▶ **From the Source**
Automatic backup pulls files directly from employees' laptops and desktops, capturing all work-in-progress files to protect productivity.

▶ **Comprehensive**
True, automatic cloud backup solutions cover every version of every file, so you can quickly go back to the moment before an incident occurred.

▶ **Secure**
Features like sophisticated encryption for data in transit and at rest and simple access controls protect your most valuable and sensitive information.

▶ **Faster Restores**
Unique data storage techniques, simple restore workflows and point-in-time restore capabilities mean you can restore an entire laptop in minutes—with just a few clicks.
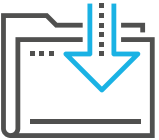
Automatic Cloud Backup + Cloud Collaboration Tools:
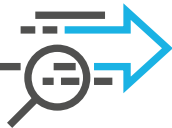
Better Together

CLOUD COLLABORATION TOOLS

Access files anywhere

Easily choose files to share

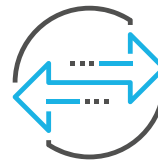Sync the latest edits instantly

Keep your business moving forward

+

AUTOMATIC CLOUD BACKUP

Secure files everywhere

Automatically back up every file

Restore any version immediately

Always bounce back

Ready to kickstart your backup today?

**Get started with automated cloud backup that works alongside of you.
Start your free one month trial of CrashPlan for Small Business.**

Simple pricing at just $10/month per device with no hidden fees. No long-term commitments or contracts.

FOR MORE INFORMATION: CRASHPLAN.COM

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CrashPlan for Small Business provides cost-effective, easy-to-use automated cloud backup and recovery to growing organizations around the world. Powered by Code42's technology protecting the critical data of some of the largest global brands, our cloud-based endpoint data security and recovery serves more than 47,000 organizations worldwide. From monitoring endpoint data movement and use, to meeting data privacy regulations, to simply and rapidly recovering from data incidents no matter the cause, Code42 is central to any organization's data security strategy. Code42 is headquartered in Minneapolis, MN. For more information, visit code42.com. © 2018