CrashPlan™ **MOREWARE**

Case Study

Value-Added Reseller, Moreware, Sees Backup with CrashPlan as Essential for Mac Users

Thinking Differently about Endpoint Backup

Background

Historically, many software solution providers do not fully support macOS alongside Windows. Endpoint backup solutions are no exception. Even today, notable sync-as-backup players do not have feature parity across platforms.

For example, while Mirosoft OneDrive does include "backup" functionality within its features, most of its enforcement capabilities (i.e. folder redirection and mapping) are not supported on macOS. This makes that functionality little more than opt-in synchronization (it works as long as the user does what they are supposed to all the time) on macOS while being significantly stronger on Microsoft platforms.

This leads to a disconnect and fragmentation between functionality across platforms and leaves macOS as the proverbial red-headed step-child in most large organizations' data-security frameworks. While this is a specific representative example, this is precisely how lots of user-facing software (particularly Enterprise software) has behaved with regard to macOS for the past few decades.

> **"Usually [organizations] don't have good endpoint protection on their Mac computers."**
>
> **Joergen Olson, CEO, Moreware**

Key Challenges for Organizations with multiple Operating Systems:

- ◄ **Finding backup that works across platforms**

- ◄ **First-party solutions (like Time Machine) don't scale well**

- ◄ **Avoiding human error**

Mac Users Need Backup Too

While there has been a significant movement to not have data stored on endpoints, creative users often have workloads which require working locally (large datasets for research, video production, photo production, Computer Assisted Design) and those users overwhelmingly prefer macOS. Because the work is happening locally, it is necessary to secure the data locally, rather than relying on data being stored in a cloud solution or a sync-tool.

There are first party solutions available for backup (**Time Machine** on macOS in particular), but they do not scale well and are prone to user-induced failure. Specifically, ensuring that a backup is performed regularly becomes the responsibility of the end user. They must either leave an external hard drive attached to their machine constantly (unlikely in the case of mobile or laptop devices) or they must remember to routinely re-attach the device for a backup to be performed.
Not doing so runs the risk of out-of-date or non-existent backups.

"CrashPlan makes sure that as soon as you create something, basically, it's all backed up wherever you are, as long as you're connected to the Internet."

Joergen Olson, CEO, Moreware

Solution

CrashPlan installs seamlessly on macOS and integrates with the ways that Apple users prefer to work.

For this reason, Moreware, a value added distributor of software based in Sweden, has found success protecting their customers' macOS deployments using CrashPlan and then expanding into the full business after proving value with the macOS deployments. CrashPlan will work wherever there is a network connection and will allow for backup and restore to occur without the end-user's involvement.

Creative and research users in particular prefer macOS and as a group find routine and required workflows difficult or impossible to perform under. Moreware points out that the fact that CrashPlan has identical functionality across all three major desktop platforms makes it easy to accommodate the needs of these users and the business while still allowing for management through a single centralized interface thereby cutting down on overhead and cross-training needs.
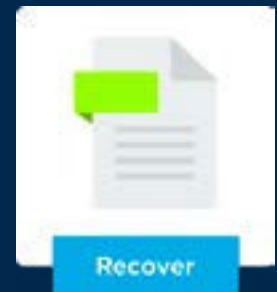
Easy to Use and Restore

There is no need for an administrator to perform a full restoration or even to get involved in the restoration process at all. CrashPlan allows the onus of performing a restore to be placed on the user's shoulders while IT is able to manage the problem on the front end by ensuring that backup is performed on a regular basis.

> **"I think what really speaks to a lot of customers is the ease of use and the ability to allow the end user to restore files."**
>
> **Joergen Olson, CEO, Moreware**

Companies with multiple operating systems often have challenges finding one backup solution that works for everyone. Data backups are critical to business continuity and compliance in the modern business landscape. If a disaster strikes, data resilience solutions can restore data and restart operations fast. But leaving endpoint data to human-centric solutions is not the best idea. Having CrashPlan in your corner ensures your most important data is continuously protected when and where it is being created without impacting your users' workflow, no matter the operating system.

CrashPlan

crashplan.com