CrashPlan™   **RPG**
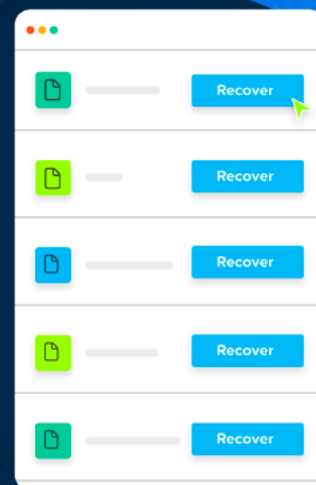
Comprehensive Endpoint Backups— with Higher Privacy and Lower Costs

RPG Enterprises implemented CrashPlan for Endpoints and enabled automated backup to their existing OneDrive for Business storage allocations. In addition to better data protection and data privacy, they also saved significantly on storage costs.

About RPG Enterprise

RPG Enterprises, established in 1979, is one of India's fastest-growing business groups with revenues over US $4 Billion. The group has a dominant presence in several core economic sectors—Infrastructure (KEC International), Automotive Tyres (CEAT), Information Technology (Zensar), Pharmaceuticals (RPG Life Sciences), Energy (Raychem), and Plantations (HML). This conglomerate with its diversified portfolio aims to enable its customers to unleash their entrepreneurial spirit and realize their full potential while making a meaningful difference to their clients, employees, society, and all stakeholders.

Key Challenges

Before they started using CrashPlan, RPG Enterprises did not have a comprehensive or streamlined backup process in place. After experiencing several incidents of data loss, their IT team started to question the effectiveness of their existing data backup strategy. They realized that the dependency on manual backup processes, and the use of local storage infrastructure was something that they needed to address quickly.

Manual backups

They were relying on employees to keep all of their critical data safe on their own endpoints. In the absence of a robust strategy, this automatically leads to data security risks, especially with non-technical employees who might use USB drives/discs to copy data, but leave such media unsecured or compromised.

The inefficient data backup process was further exacerbated by the sudden increase in the number of ransomware attacks. After a few close calls when their data security was threatened, RPG Group realized the need for a commercial-grade backup solution.

Immediate need to protect high-profile data

After a detailed analysis, their IT team concluded that they had to immediately strengthen their data protection strategy specifically for protecting data for those at the higher management levels and key business decision-makers. Data breaches or any form of data corruption on their endpoints could mean business disruption and public relations damage.

Fear of Ransomware and Data Loss

The RPG Group team was constantly on their toes in order to be sufficiently prepared for any kind of malicious cyber-attack that might result in data loss. With a growing number of ransomware attacks being reported across the globe, this became an important consideration of their new backup strategy; specifically, to protect all Microsoft Office files on employee desktops and laptops.

Extensive setup and cost

They were worried that the adoption of a new backup solution and implementing a supporting environment to facilitate something of that magnitude would need an extensive infrastructure investment which would involve not just the cost of the backup solution but also the storage needed for the backup destination.

End-user concerns

They were also worried about how users would adapt to a new backup solution. They were anxious about issues such as latencies because of constantly running backups or unforeseen infrastructural changes and hardware upgrades that could hamper the backup solution's performance.

Data Security Privacy on the Cloud

And last but not least, they had worries about the cloud. In particular, they were concerned about the safety of their business-critical data being stored on a third-party cloud. They also had concerns around the limited control they would be able to enforce in terms of security and privacy.

What they really needed was a solution that would enable them to back up to the cloud as well as:

| Not cost them a ton of money in storage costs. | Keep their end users happy and contented. | Let them have complete control over their data security. |

CrashPlan: The preferred backup solution of RPG

RPG came across CrashPlan through one of their group companies who had successfully implemented the solution.

After careful evaluation of several leading backup solution providers, RPG Enterprises decided to pick CrashPlan for the following reasons:
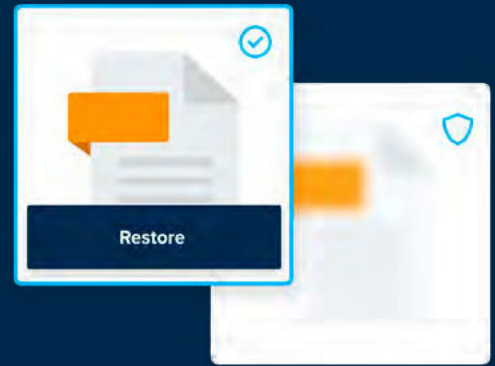
During the evaluation of endpoint data backup solution from CrashPlan, they realized that apart from the core functionality of automated endpoint data backups to the cloud, the solution came with an extensive set of data protection capabilities.

The solution allowed RPG to set up a backup mechanism that enabled them to leverage their existing Microsoft Office 365 subscription and utilize OneDrive for Business as a secure storage target. This meant that there was no need of extra investment on storage for the endpoint data backups.

They also had complete control over data security and privacy. CrashPlan enabled them to not only encrypt the data before it got saved to OneDrive for Business, but also gave RPG control over those encryption keys and could change them at any time.

CrashPlan offered a fully managed and hosted model for data backup (Backup as a Service) that did not require a huge investment from RPG in setting up storage infrastructure and IT support.

What CrashPlan provided was a standardized and nimble backup protection strategy that was sustainable, scalable, and could be rolled out to all employees without worrying about prerequisites and compatibility concerns. The ease of use also meant that the learning curve and adaptability for the IT admins and employees was not steep at all.

CrashPlan's policy-based backups eliminated all the limitations one usually finds with a traditional backup solution. Like the flexibility to include and exclude what you wish (or not wish) to backup — by folders, sub-folders, file types, file sizes etc.

Above all, it was clear that CrashPlan was safe. It came with industrial-strength encryption and data stayed encrypted at all times—both in transit and rest. This ensured that the crucial and sensitive business data being backed up was secure from all possible cyber threats and manual errors that could result in data loss.

Solution

The solution CrashPlan offered was CrashPlan for Endpoints for all their data protection needs.

Apart from the above reasons for which RPG picked CrashPlan, they also found several other benefits the solution offered:
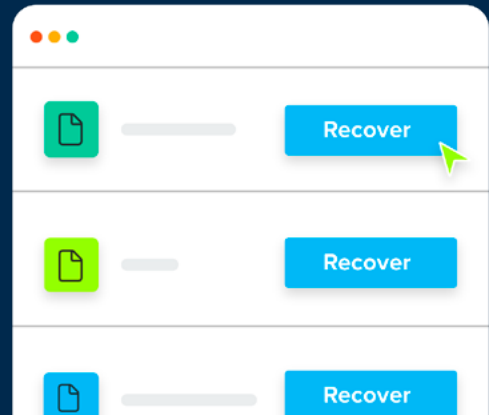
1.

Protection from ransomware

CrashPlan's ability to dial back in time and perform point-in-time restores meant that data could be retrieved from the past—kind of like going back in a time machine. In the event of a ransomware attack, CrashPlan allows administrators to simply 'dial back' to a point in time before the attack and trigger a full restore of all data on a device.

2.

Centralized management with easy backup and restores

With a centralized management console, RPG Enterprises was now equipped to remotely monitor, manage and control all the endpoint backups. The IT team could now allow users to perform several actions like initiate a backup, pause a backup, restore files/folders, add in additional folders for backup, get a weekly email summary of backup performance, etc.

Policy-based backups that could be remotely applied to the endpoints ensured that IT admins were able to create customized backup setups for different users and endpoints across their multiple workplaces. The IT team now also had the flexibility to customize the types of backups. For example, backing up just one folder for a certain group of users, or setting up full backups for others.

3.

Ease of implementation

During the implementation, RPG Enterprises was surprised with the simplicity of the process involved in setting up automated backups using CrashPlan. Implementation was quick and easy and the backup process worked seamlessly immediately after the setup was complete.

They found the CrashPlan agent installed on the endpoint light-weight and that it performed well with no undue latencies.

4.

Technical support team focused on customer delight

RPG Enterprises was most pleasantly surprised with CrashPlan's product support team, who, as always, went above and beyond to make sure RPG's experience was as seamless as possible. Post implementation, RPG realized that they had to backup Macbooks which came equipped with the new M1 chipset—recent and new hardware development in the Apple community. The CrashPlan team was able to provide an updated CrashPlan agent for this chipset well before the promised timeline.

"Our company was looking for a data protection solution, but Crash-Plan through their endpoint offering gave us much more. Now we use their solution every day to perform backups of endpoints and keep our data safe. The best part was that we did not even have to pay for backup storage - we backup the data to our existing One-Drive for Business accounts. It is a win-win situation for all involved, and we are happy that we chose CrashPlan."

Pragnesh Mistry
Group IT Manager, RPG Enterprises

CrashPlan provides cyber-ready data resilience and governance in a single platform for organizations whose ideas power their revenue. Trusted by entrepreneurs, professionals, and businesses of all sizes worldwide, CrashPlan's comprehensive backup and recovery solutions ensure the safety and compliance of data without disruption, anywhere at any time.

For more information, visit **crashplan.com**.

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