CrashPlan

Case Study

Global Ad Agency Securely Supports Creativity with CrashPlan

Data Protection Across the Globe

Industry Advertising	**Company Size** 1,500 Employees	**Location** Global	**Topic** Data Management

Background

One of the world's largest independently owned advertising agencies needed to strengthen its ransomware and proprietary data protection processes. Their on-prem process relied on third-party solutions that were slow to respond and provided inaccurate data that was out-of-sync with their needs — resulting in a higher potential for end-user data gaps and non-compliant processes.

This system did not support its global workforce, and it also didn't adapt well to hybrid and remote work.

Further compounding the problem, data could only be drawn from a subset of devices. This made it impossible for the agency to fully understand and report what intellectual property was and was not protected.

Key Challenges

- ⓘ **Global Workforce**

- ⓘ **Multi-platform environment**

- ⓘ **Lack of adequate restore speed**

- ⓘ **Out-of-date information**

Complicated and inconsistent data retention

Before CrashPlan, the agency's processes relied on a solution that didn't adapt to its shifting tech needs. The solution only provided protection for Windows devices, and it also required physical media to restore the agency's data. **"If someone's machine blew up, our previous solution said they'd send the data on a CD. It took seven weeks. When the data finally did arrive, it was the wrong data,"** said the IT administrator for the program. With this process, the agency was left vulnerable to data breaches and ransomware attacks.

"Ransomware was a big thing. [And] we wanted to know if someone's machine was stolen that we wouldn't lose the data."

> "We try to do everything we can to enable our users to do the best work of their lives. CrashPlan helps us do that."
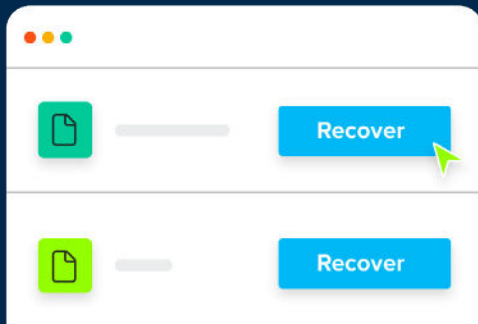>
> **— Global Agency IT manager**

Localized data management not growing with global needs

The agency needed a unified, reliable, and auditable data management process that complied with each security concern, no matter how stringent across a variety of global jurisdictions. "Before the pandemic, we were still pretty boots-on-the-ground, on-prem." COVID induced an immediate dispersal of staff to work remotely overnight.

"We wanted to fill in the gaps for things that weren't in the cloud services or other solutions." For example, with the growing list of clients worldwide, the IT team needed a robust data protection system to protect the agency from any unknowns.

Having a centralized system to automatically and continuously protect users' data no matter where it was in the world without impacting their work was the utmost priority.

By working with CrashPlan, the company created a more efficient way to automatically collect and preserve user-created data in a centralized and secure location.
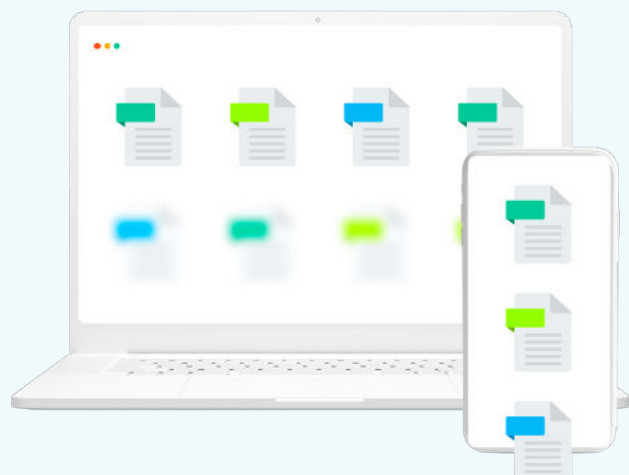
Solution

CrashPlan provides an automated backup system that works as a conduit for the agency's IT team to quickly and easily restore people's data, upgrade their machines, and work remotely in a fully decentralized setting.

Instead of manual or ad hoc processes, The IT team can rest easy in the knowledge that every piece of the agency's data is backed up securely and available in the case of any eventuality. By using CrashPlan's services, the team at the agency was able to streamline the collection, preservation, protection, and recovery of end-users' data, no matter where they are in the world or how they performed their work.

CrashPlan's dedicated enterprise solution supports feature parity across macOS, Windows and Linux devices, self-service recovery, device legal hold, and device migration. CrashPlan enables the agency's IT team to make their data preservation, retention policy enforcement, and data recovery processes efficient and effective.

Key Use Cases

- ⊘ **Ransomware Recovery**
- ⊘ **Proprietary Data Protection**
- ⊘ **Legal Hold**
- ⊘ **Offsite data protection**
- ⊘ **Business Continuity**

A solution that lets the agency's team work where, when and how they want to deliver value for their clients.

When the pandemic hit and the agency's entire workforce went remote, the agency was able to adapt seamlessly. "The pandemic highlighted how important CrashPlan really was." By working with CrashPlan, the team at the agency is able to confidently tell their users that the work they do is protected regardless of whether that data ever gets moved off of their laptop.

CrashPlan easily scaled with the agency's shifting needs and working landscape. "CrashPlan's ease of use is the big thing for us. The way the CrashPlan app doesn't break and that we've never had long standing performance issues where the app was interfering in any way speaks to CrashPlan's value."

With CrashPlan's backup, the IT admin and the rest of their team store data from every device within minutes of an edit, recover quickly from any attack, and protect every user to help continue their innovative work worldwide. "We're using CrashPlan every single day. It's like insurance that gives us peace of mind."

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>
> **— Global Agency IT Manager**

Companies without proper data protection and backup solutions will fall victim to data loss. This means that when companies experience device failure, malware infection, and natural disaster, there is no alternative to expensive business downtime. A robust data backup solution protects organizations against inevitable attacks and gives them a lifeline to safety after unwanted disruptions. Having CrashPlan in your corner helps organizations be prepared for any conceivable loss with a repeatable, automated, pain-free process that puts everyone's mind at ease.

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