

# How CrashPlan automated endpoint backup for Tata Play using OneDrive for Business

Learn how Tata Play used CrashPlan for Endpoints to overcome endpoint data backup and management challenges without any additional investment in backup storage.



## Background

Tata Play is India's leading content distribution platform providing Pay TV and OTT services and is a pioneer in the HD Set-top box segment with a significant market share in the category. It is a joint venture between Tata Sons and TFCF Corporation (formerly known as Twenty-First Century Fox, Inc.) that was incorporated in 2001 and launched services in 2006. Tata Play has a state-of-the-art digital infrastructure that provides leading-edge technology and professional support to its customers.



# Key Challenges

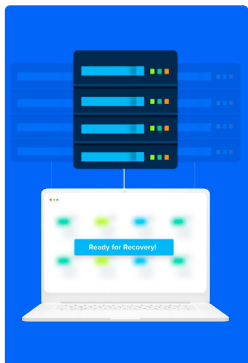
Tata Play uses Microsoft 365. Since Microsoft 365 is cloud-based and has an array of productivity suite tools, Tata Play was utilizing the software suite to facilitate centralized collaboration among employees, store their business files in the cloud, and enable access to corporate data from anywhere, on any device. They also felt comfortable that their end-user files were being 'backed up' to OneDrive for Business.

But over time, they identified multiple security and management gaps in using OneDrive for Business as a backup mechanism and realized that they needed to address these issues quickly.



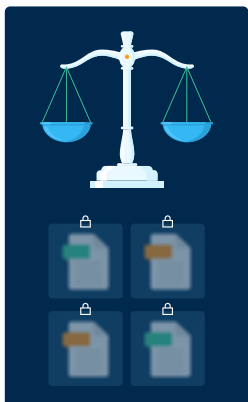
## Non-reliable manual backups

In absence of a comprehensive endpoint backup solution and automated data backups, the IT team entirely depended on the willingness and inclination of end-users to proactively copy their data to specific folders synced by the OneDrive for Business utility. If the end-user neglected to move their data to respective folders in OneDrive, there was no other way of making a safe copy in case of any data theft or data deletion incidents. And the lack of a centralized administration console meant that there was no way to monitor, track and view backup activities centrally. Consequently, they discovered multiple incidences of data loss because of incomplete backups.



## Incomplete data backups

The existing endpoint data backup setup was proving to be inefficient as the IT team could only set up data sync with a few folders like OneDrive, Desktop, Documents, Downloads, etc. This concern was further heightened as OneDrive did not efficiently synchronize certain types of files like PSTs which could be locked or in use. There were also limitations as far as allowed file name characters and path lengths. There were multiple instances when the IT team was not able to recover data during incidences of PST file losses because there was no backup in OneDrive. Tata Play needed a solution that would assure them that all-important endpoint data was being backed up daily without any failures.

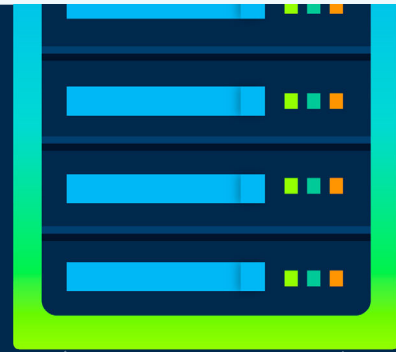


## Legal hold without manual interference

Since Tata Play is a large corporation, it was important for them to have a robust mechanism to enable litigation hold on end-user data whenever required. The existing process involved physically acquiring the identified system and extracting the needed data, sometimes without the knowledge of the end-user. They were looking for a solution that would allow them to place a legal hold on data without needing physical access to the end-user or their device. For these use cases, Tata Play was still keen to use the OneDrive for Business storage in the cloud. Since they were already paying for the subscriptions, the IT team wanted to find a way to use that storage in the cloud for backups - but replace the OneDrive sync client with something more enterprise class and robust.

## Solution

Tata Play was looking for a solution that would help them counter their operational challenges around backup and mitigate their data protection risks. That's when they turned to CrashPlan. After fully understanding Tata Play's existing backup arrangement as well as its strategic goals and requirements, the CrashPlan team suggested CrashPlan for Endpoints as the best solution. Here are some of the ways CrashPlan helped Tata Play not only overcome their current challenges but also enable them to do much more than they originally thought possible.



## Benefits



### **Complete Backups with Robust Data Protection**

CrashPlan for Endpoint's unique ability to write to Tata Play's individual OneDrive for Business allocations was a game-changer. OneDrive was clearly being underutilized in their environment, given its limited ability to sync only specific folders and its inability to handle locked files. That, combined with the fact that OneDrive's efficacy depended so much on user behavior and discipline to store files in specific folders – made it a non-starter. The lack of centralized management also made it unappealing to IT teams.

Now with CrashPlan for Endpoints, the IT team is no longer dependent on users copying files into the right folders. CrashPlan for Endpoint's automatically scheduled backups crawl the entire endpoint (or administrator specified folders) and identify all qualifying files for backups. Tata Play can now be assured that all backups are comprehensive and need no interference from the IT Team. Using OneDrive for Business as a backup storage target also means no additional investment in backup storage and optimal utilization of their Microsoft 365 subscription.



### Create Backup Policies for Efficient Backups

Before implementing the CrashPlan solution, the Tata Play team was simply unable to back up certain types of files — PST files, for example. They lived in constant fear that if these PST files got corrupted or went missing, they would have no possibility of recovering these files or the data in them. Now, they have the option to create policies that allow them to pick and choose the kind of files to be backed up and apply them centrally to chosen endpoints.



### Centralized Backup Management

Tata Play no longer has to rely on manual interference to backup their data. With CrashPlan, they have a centralized view of all backup activities which empowers them to trigger, monitor, and manage backups and restores across locations remotely, using a single pane of glass.



### Legal Hold Management

CrashPlan also allows Tata Play to employ a seamless Legal Hold process. One of the requirements was to be able to do legal holds without end users knowing and without having to physically retrieve the device from the end user. They can now use the CrashPlan portal to remotely backup identified files and users and put them on legal hold.



### Zero Cost Backup Storage with Microsoft 365

CrashPlan for Endpoint's unique ability to utilize the Microsoft OneDrive cloud storage that Tata Play already has, means that they are able to achieve comprehensive data backup without paying for any additional storage.



### Comprehensive Backup Process

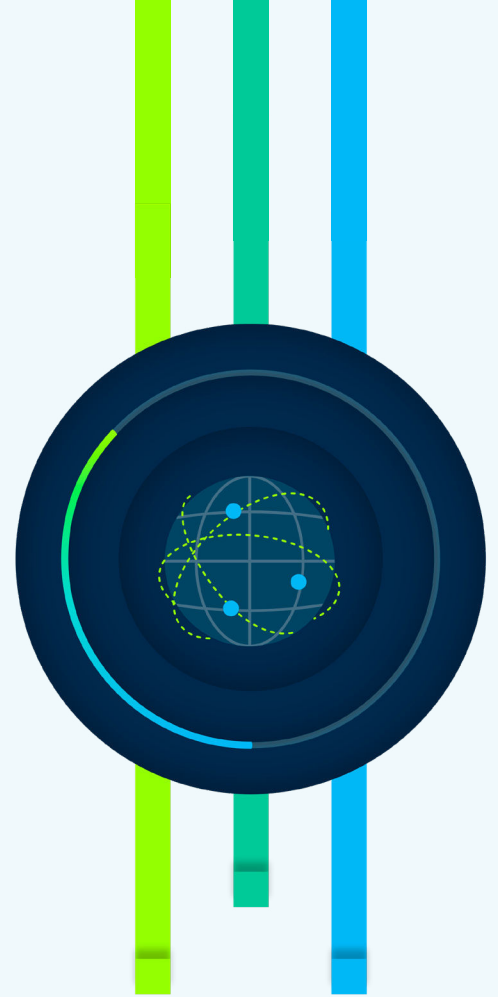
Tata Play also takes advantage of other benefits of CrashPlan for Endpoints like smart file exclusion, flexible restore options, and multi-schedule backups.



**“We have been using Parablu’s BluVault (CrashPlan for Endpoints) for a while now and I can see the enormous difference in the backup process we had earlier versus now. Now it is seamless and so much easier. We are now assured that our data is backed up securely and have the option to restore it whenever needed. Technical Support is amazing and one of the best things about Parablu (CrashPlan).”**

**- Vijay Sharma**

Senior Vice President, Tata Play Ltd.



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](https://crashplan.com).

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