CrashPlan™   **cognatic**
Manage Smart, Manage Better

Case Study

# From Manual backups to No-Touch, Secure, Cloud backups

Learn how Cognatic eliminated manual dependencies for endpoint backups and achieved comprehensive data protection using the cloud as a backup vault, all while spending ZERO on data storage.

About Cognatic

Cognatic is a leading IT Consulting and managed services provider with offices in the US, Canada, Costa Rica, and India. A subsidiary of PTS, founded in 2019, Cognatic employs a team of highly trained IT technicians with deep knowledge of the most advanced, secure, and reliable technologies available. With, fully-managed IT services focused on response times and client satisfaction at high levels, Cognatic provides clients solutions to ensure that their data and systems are operational, high-performing, and safe.

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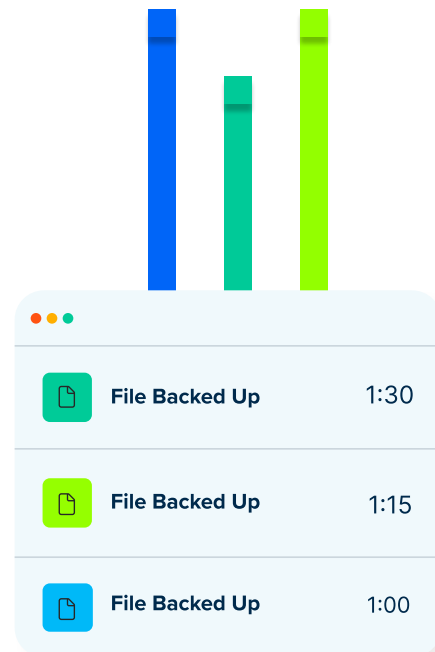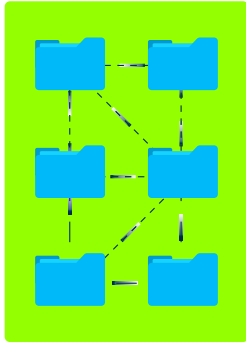
The Challenge

Previously, Cognatic had not used any commercial backup solution. They had a very basic manual backup arrangement in place which was based on encouraging users to copy and store the business-critical data on local file servers. Due to the inadequacy of a comprehensive backup strategy, they wereexperiencing data loss issues which they recognized could start impacting their business if not tackled expeditiously. Here are some of the key challenges that Cognatic was faced with:

Inefficient manual data backups

Cognatic realized that depending on employees to create backup copies of mission-critical data, was simply not a safe and sustainable approach; especially since they had their workforce working from different locations globally — like the US, Canada, Costa Rica, and India.

They faced several instances of incomplete backups where certain business files were missing when the IT staff tried to recover them. They were worried that the slow and error-prone manual backup procedures were causing data availability problems, recovery delays, and starting to impact daily business operations.

Cognatic also feared the possibility of data corruption on the disk drives that the employees had been instructed to back upbusiness data. Common magnetic storage media like disks do have the possibility of getting damaged or corrupted due to wear and tear.

No visibility on backups and restores

Since end-users were tasked with doing their own backups, the IT team did not have any visibility on endpoint backup activities or any way to measure data protection coverage.

Cognatic's IT team was also worried about data losses when employees separated from the organization. When an employee resigned, to free up the device to be assigned to someone else, they would rely on a manual process to backup data from the device. This proved unreliable and they encountered several situations where this step had been missed, and the device in question had gotten re-formatted in the rush to provision the device to a new employee.

Extended IT support and end-user experience

The inefficient and error-prone process also meant more strain on IT employees. With users spread out across time zones in the US, India, Canada, Australia, and Costa Rica — tracking down lost data was even more challenging.

This leading IT consulting firm clearly needed a backup solution that would automate their overall data backup process, minimize IT involvement, and above all - provide a friendly end-user experience. Cognatic was also keen to make the employee experience seamless with a solution that would enable them to integrate their Okta-based Single Sign-On functionality.

Cloud costs

Cognatic realized that the only way forward was to adopt a comprehensive, safe, and sustainable way to backup data to the cloud. They wanted to keep two copies of backups, one on-premise and the other on the cloud. They wanted complete data backups from all endpoints to cloud storage through a process that is automated and easy for their IT admins to implement and manage across their various locations globally. They were worried that they had to invest, not just in a new backup solution but would also need to spend on additional storage to house the backed-up data.

Solution

Cognatic had heard of CrashPlan through one of their advisors and were curious to learn more. CrashPlan, after studying the situation, offered CrashPlan for Endpoints as a one-stop solution. Its capabilities and extensive features for automated backups and centralized management could help the organization to achieve all their data security, management, and availability goals. Here are a few of the key benefits the organization gained after implementing CrashPlan for Endpoints:
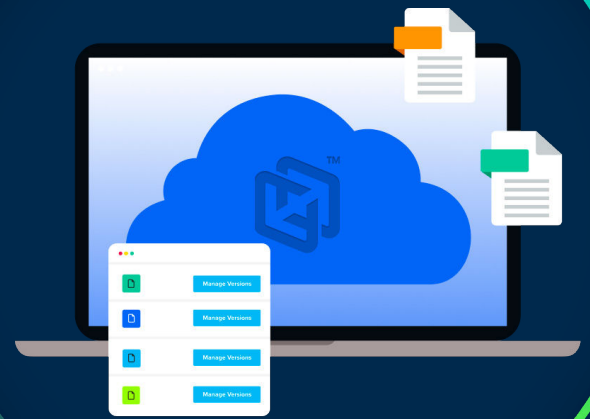
Benefits

Safe backup to the Cloud with zero backup storage cost

Cognatic realized the importance of keeping a safe copy of their business data on the cloud to ensure data security and availability. CrashPlan helped them to achieve endpoint data backup to the cloud without having to invest in additional data storage by cleverly re-purposing OneDrive for Business as a backup storage target. They already had a subscription to Microsoft 365 and was severely underutilizing the storage space their users had in the form of OneDrive for Business. CrashPlan for Endpoints has a patent-pending way to utilize the unused space in OneDrive to create a safe and secure "container" for backup storage. This setup needed no extensive process and was as simple as logging into the CrashPlan Portal and providing Microsoft 365 and OneDrive tenant details to configure it as a backup target.

With this new setup, Cognatic was able to keep data backup costs in check while ensuring a higher Return on Investment (ROI) for their Microsoft 365 subscription.

Automated endpoint data backups

With CrashPlan for Endpoints, Cognatic did not have to rely on manual backups of files on their business endpoints. They could now simply install the agent remotely on identified devices and use a centralized console to initiate automated backups to OneDrive for Business. Scheduled and automated backups meant no manual intervention required from end-users, no dependency on IT staff, and an assurance of complete backups.

Automated backups helped this company counter a lot of operational issues that were prevalent before implementing CrashPlan for Endpoints. Previously the IT staff regularly felt over-extended supporting a workforce based out of multiple time zones and locations. Now, they just had to monitor backups on the CrashPlan Portal. Backups were automatic and restores were self-service!
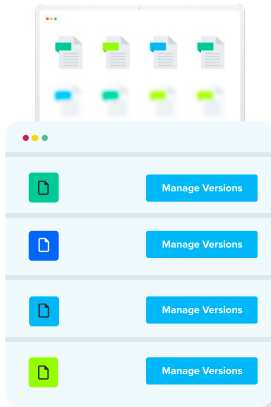
Empowered IT admins and user experience for end-users

With an automated and safe backup in place, both the IT team and the end-users were free from worries about the safety of data on their endpoints.

Apart from eliminating manual intervention during data backups, IT admins were empowered with the capability of managing and monitoring backup activities from a centralized console. They now had the power to create customized policies for different groups of users – specific file types, specific backup schedules, etc. and apply them remotely and silently.

For employees, with the integration of Okta Single Sign-On with CrashPlan, they had ready access to CrashPlan's self-service portal anytime. With no restrictions on file types, file sizes, and file names, they did not have to depend on workarounds to get data backed up. They could browse for their data anytime, anywhere, and restore it without any support from the IT team.
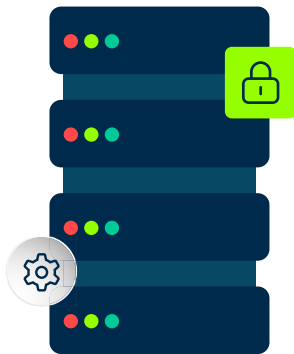
Data protection from external and internal threats

CrashPlan's solutions come with an array of data protection features from industry-grade encryption, a proprietary privacy gateway for secure data movement, data obfuscation, and detailed audit trails to name just a few.

These enterprise-class features considerably reduced the risks of data loss for and also gave both companies the confidence that they were equipped to recover from any form of ransomware or insider attacks. CrashPlan's unique ability to let Cognatic IT team control the encryption keys used for backup also assured them of complete data privacy. This puts them on a much stronger platform from a regulatory compliance standpoint.

World-class product support

Cognatic also benefited from the worldclass technical support team at CrashPlan. The IT staff have called out the CrashPlan Tech Support team for special mention, especially during the tough months in 2020 when the COVID-19 pandemic was at its peak and virtually the entire world was locked down. The CrashPlan support team worked tirelessly even during that time to ensure zero disruptions in their data backup services – which meant no disruption to their business operations while both organizations were transitioning between their office to work from home setup.

"We are very happy that we took the decision to use CrashPlan for our data backup needs. The solution has helped us ensure all our enterprise data is safely backed up in the cloud and that we have ready access to it anytime. The data protection it offers and the ease of implementation/use are topped up with a very strong support team. We recommend CrashPlan for Endpoints."

- Biplap Chaudhuri

Founder and Chairman of Cognatic
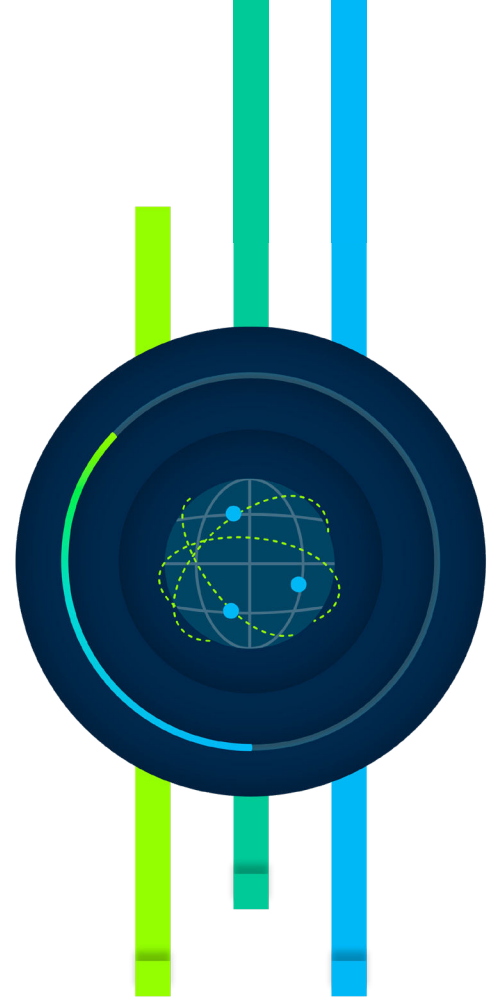
CrashPlan™

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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