

# How CrashPlan Transformed Five Holdings' Data Security Strategy

## Background

Five Holdings is a Dubai-based, vertically integrated real estate development and hospitality group. Renowned for their iconic developments and commitment to unparalleled guest experiences, Five Holdings has carved a niche in the global market. As a hospitality, real estate, and investment leader, Five Holdings relies heavily on data to make decisions and serve their customers effectively. Data security matters to them because their data is a precious asset.

## Key Challenges

The absence of a reliable backup solution posed several consequential risks to Five Holdings, including:

- ✓ Data loss or corruption due to system failures or cyberattacks.
- ✓ Compliance violations.
- ✓ Disruption of business operations and loss of productivity during data incidents.
- ✓ Costly data loss incidents requiring investments in data recover services, IT upgrades, and possible legal fees.
- ✓ The absence of backups can erode trust and damage the company's reputation.



## Solution

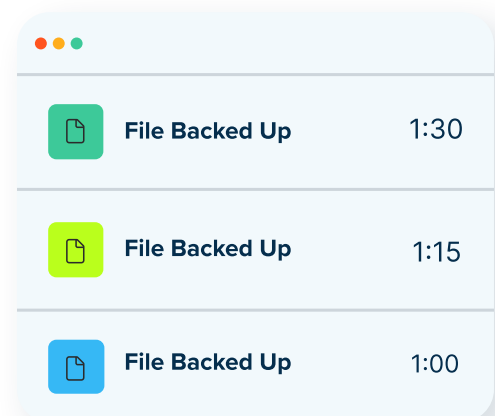
With the deployment of CrashPlan's Endpoint solution, Five Holdings acquired a comprehensive suite of features tailored to their data protection requirements. Notably, the solution's audit log functionality gained much appreciation from the company. CrashPlan tracked all administrative and user actions, ensuring compliance and transparency. For instance, any attempt by an administrator to access or restore user mailboxes was automatically logged, providing a detailed audit trail. This enhanced Five Holdings' confidence in CrashPlan's data security measures.

Also, CrashPlan's user-friendly interface facilitated swift data recovery, minimizing disruptions. Moreover, CrashPlan's round-the-clock support, ensuring prompt assistance whenever needed, enhanced their confidence in our solution and us.



## CrashPlan's role in meeting Five Holdings' requirements

Before adopting CrashPlan's solution, Five Holdings operated without a centralized backup solution, leaving the data vulnerable to potential loss or compromise. This absence of a structured backup solution exposed the organization to significant risks, including financial losses, reputational damage, and regulatory penalties. CrashPlan fills this critical gap by providing automated, secure, scalable backup capabilities, protecting Five Holdings' data.



# Why is a robust backup solution crucial to modern data management strategies?

Whether data loss is due to hardware failures, software glitches, or malicious attacks like ransomware, the consequences can be dire. A robust backup solution serves as a fail-safe mechanism, ensuring that organizations can swiftly recover their data and resume normal operations even in the event of data corruption or loss. By regularly backing up data and storing it securely, businesses mitigate the risk of irreversible data loss and minimize downtime. Also, having a robust backup solution is important in meeting compliance requirements by enabling organizations to maintain accurate data records.

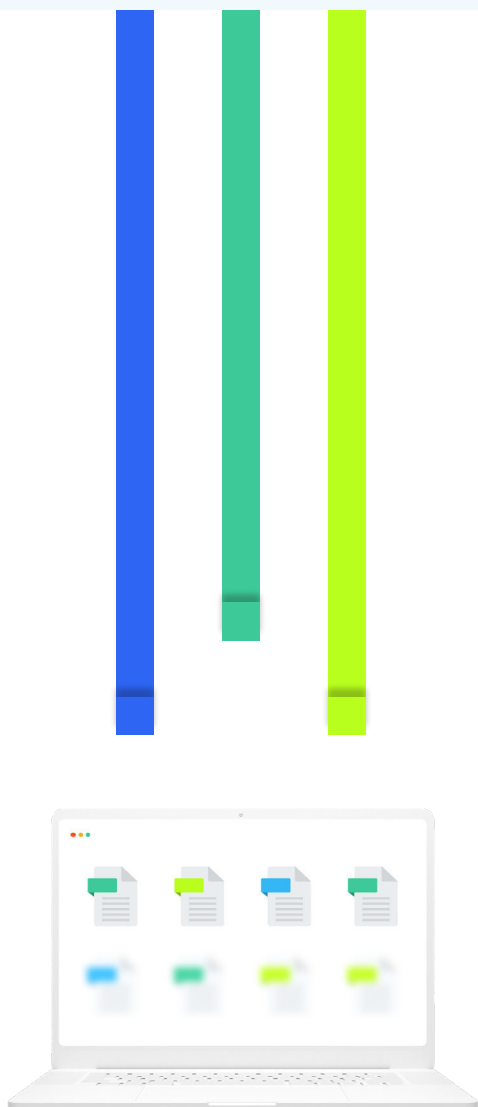


## CrashPlan: The preferred backup solution of Five Holdings

There are multiple backup solutions in the market, but Five Holdings meticulously evaluated and chose CrashPlan as their preferred partner for data protection. CrashPlan's innovative approach, cutting-edge technology, and unwavering commitment to client success made CrashPlan the best choice for Five Holdings. They chose CrashPlan as their backup solution because they prioritize security, efficiency, and simplicity. Here are a few other reasons why Five Holdings chose CrashPlan over other data security partners:

- ✓ CrashPlan ensures that data remains secure in transit and at rest using advanced encryption protocols, including AES 256-bit encryption.
- ✓ CrashPlan provides cloud-to-cloud backup for SaaS applications, endpoint backup for devices, or on-premises backup.
- ✓ Intelligent deduplication and compression algorithms ensure that only incremental changes are backed up. This minimizes storage requirements and optimizes bandwidth usage.

CrashPlan offers everything you need to elevate your data protection strategy. CrashPlan's advanced security features, seamless integration, and scalability make it easy to keep data safe.



**“Partnering with CrashPlan transformed our data protection strategy. CrashPlan’s robust, secure, and scalable backup solution integrated seamlessly with our IT infrastructure, ensuring our data is both secure and compliant. We greatly appreciate the advanced features and 24/7 support. CrashPlan ensured a smooth transition with minimal disruption to our operations.”**

— Shyamala Lakshminarayanan  
Assistant Manager - IT Security and Compliance, FIVE Hotels and Resorts



CrashPlan provides cyber-ready data resilience and governance in a single platform for organizations whose ideas power their revenue. With its comprehensive backup and recovery capabilities for data stored on servers, on endpoint devices, and in SaaS applications, CrashPlan’s solutions are trusted by entrepreneurs, professionals, and businesses of all sizes worldwide. From ransomware recovery and breaches to migrations and legal holds, CrashPlan’s suite of products ensures the safety and compliance of your data without disruption.

For more information, visit [crashplan.com](https://crashplan.com).

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