



# CRASHPLAN FOR SMALL BUSINESS GIVES DIGITAL AD AGENCY ULTIMATE VERSION CONTROL AND RISK MITIGATION

Complete IP protection and seamless file restores keep business moving forward

## CUSTOMER PROFILE



**Industry:**  
Advertising – full-service digital ad agency

**Size:**  
Less than 50 employees

**Device Environment:**  
All employees on Macs

**How They're Using CrashPlan for Small Business:**  
Backing up all users and all devices every five minutes

**What They Love:**  
Ultimate version control—the ability to recovery any file, any version, anytime

## Overview

Like many small businesses, Peer Pressure Creative knew that backing up files was important. But they were making an all-too-common mistake: keeping backups onsite. After a fire scare reminded them of the vulnerability of this approach, the digital ad agency realized it was time for a true small business backup solution. Since deploying CrashPlan™ for Small Business four years ago, the company has saved time and money and gained the invaluable peace of mind that disaster and data loss won't devastate the business.

## Realizing the Need for Continuous, Offsite Endpoint Backup

As a small upstart ad agency using Macs, Peer Pressure Creative believed that using Apple's Time Capsule to back up devices locally was all

this huge vulnerability, they began researching alternative backup solutions.

## Finding a True Business-Grade Backup Solution

Satkovich first considered setting up a backup server at his or an employee's home. The risks in this approach—from physical damage to the server, to a fire or other disaster at the house, to maintaining security and control—quickly ruled it out. Recognizing the need for an endpoint strategy where each device is backed up continuously to an offsite, business-grade backup solution, Satkovich and his team evaluated CrashPlan for Small Business along with two other top-rated backup brands. After spending a full week investigating the strengths of each solution, CrashPlan for Small Business emerged as the hands-down winner. Seamless OS integration was a huge advantage for the company's Mac users, and CrashPlan's second-to-none security inspired total confidence for Satkovich. "It literally does everything that you need it to do," he said, "In terms of functionality, it's rock-solid."

Peer Pressure Creative frequently uses Dropbox for day-to-day collaboration, and Satkovich noted that he examined whether the sync-and-share application could work as backup. Ultimately, he found that while Dropbox is great for productivity, it couldn't fulfill the role of a true business backup solution. "We considered Dropbox, but it wasn't really a backup solution," says Satkovich. "With CrashPlan, if I delete an old file or save over an old version, and later I need it, I can restore it easily—and it's not taking up space in two places," he explained. "With Dropbox, it's syncing everything, so we'd have to keep all our old files and versions on our computers instead of deleting them. They'd just be taking up space on our computers."

**"You can't put a dollar amount on the time we'd lose if we lost everything. And you can't put a dollar amount on peace of mind."**

Nick Satkovich, owner and founder of Peer Pressure Creative

they needed. But a fire in their office building gave them doubts. "It just didn't make sense," said Nick Satkovich, the agency's owner and founder, "If we have the computers and the backup in the same place, then what happens if they both get destroyed by a fire or another disaster?" Realizing

## Why CrashPlan for Small Business?

### Disaster-proof:

Offsite backup that's impervious to disaster; airtight data security to protect the business' most valuable IP.

### Continuous:

Real-time endpoint backup

### Unlimited backup:

Save every file, every version—without taking up endpoint space

### Simple:

Fast deployment, seamless OS integration and easy administration

### Easy roll-out—"zero issues"

Peer Pressure Creative deployed CrashPlan for Small Business to all its employees and all devices about four years ago. Satkovich highlighted the easy deployment process: "It's very simple; not hard to get devices set up." In the years since, "we have had zero issues with CrashPlan," he said. Like many small business owners, Satkovich wears many hats, including backup administrator for his employees. He praised the simple admin console, as well as the granular controls that let him easily adjust settings to meet evolving user and business needs. "Right now, we're backing up every five minutes," said Satkovich, "We just tweaked our settings to reduce CPU usage while users are active."

### One backup and restore platform for all files and all versions

Peer Pressure Creative's main use case is version control for its creative files. "With, say, an InDesign file, where we've made changes and overwritten old versions, and then the client decides to change direction. We can go back and seamlessly roll back a specific version using the time stamp," explained Satkovich. Though specific applications do have version control functionality, "there's nothing as continuous as CrashPlan—not every five minutes," he said. "Plus, with CrashPlan, we have one program that can manage everything—all file types."

### Fast, easy restores—invaluable version control

The ad agency regularly uses CrashPlan for Small Business to quickly roll back to old versions of creative files during client work. "Without CrashPlan, we would have to manually roll back the older version, meaning we'd have to re-do a lot of work," Satkovich said. In addition to avoiding the large costs and time delays of re-doing work, the agency prizes the agility that CrashPlan for Small Business gives them—allowing them to keep client projects moving forward smoothly, even when the direction changes suddenly.

### Data loss risks are a distant memory

With real-time, cloud-based backup protecting all their files, many of the company's biggest worries are gone. Though they certainly hope fire won't hit their building again, they know they're covered if fire or any other natural disaster strikes. They can laugh off ransomware as an empty threat, as well: "If we would get hit, I have everything I need—all my critical files—so I wouldn't really have to worry about it," said Satkovich. The savvy small business owner also values how CrashPlan for Small Business protects the company's intellectual property from insider threat and other data theft. "Just covering our most valuable assets—CrashPlan is great for that," said Satkovich. "If something were to happen, we wouldn't be jeopardizing our client relationships. We could continue working."

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### You can't put a price on peace of mind

In the end, Satkovich said the value of CrashPlan for Small Business all comes down to peace of mind. "You can't put a dollar amount on the time we'd lose if we lost everything," he said, "and you can't put a dollar amount on peace of mind—knowing that every user, every file, just everything is backed up."



FOR MORE INFORMATION: [CRASHPLAN.COM](https://crashplan.com)

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