

HOW ONE SMALL BUSINESS OUTWITTED THEIR ATTACKERS AND SAVED \$25,000 IN PRODUCTIVITY AND EXPENSE

How a malware attack prompted Timeless Travel Trailers to move from backing up its server to all of its company computers

CUSTOMER PROFILE



Industry:
Automotive Design and Production

Size:
Less than 50 employees

Device Environment:
Mac

How They're Using CrashPlan for Small Business:
Backing up all designer and administration devices

What They Love:
Backup you don't have to think about

Overview

"You can talk about policy and why you should do certain things, but until something actually happens it's hard to get employees to take things seriously," says Marc Zuckerman, producer and the self-appointed 'IT guy' at Timeless Travel Trailers, a Colorado-based custom vehicle fabrication facility.

A malware attack on an employee's work laptop prompted the 15-person business to rethink its' business data backup plan. Although Zuckerman is a video producer by trade with no formal IT experience, he knew he could take on the challenge.

Protecting every device with automated cloud backup was a new approach for the company, but it came with the peace of mind for faster recovery. This was challenging because they were only protecting two devices. The company was using CrashPlan for Small Business to backup a server, but a malware attack revealed the costly impact of not deploying as intended

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Marc Zuckerman, Producer
Timeless Travel Trailers

to all of the the business's work devices. This new approach to protecting every device with automated cloud backup means not only peace

of mind for faster recovery from future attacks but also saving IT intervention by having individual employees restore quickly on their own. "Cloud backup affords the benefits of offsite backup and transparency," says Zuckerman.

Zuckerman turned to CrashPlan for Small Business for peace of mind the business' work is safely protected. Fast forward two years later, the company has saved valuable time and money, quickly recovering from other attacks and incidents that could have otherwise devastated the business.

The best online backup protects all of your versions

Like many small businesses, most of the company's computer usage is based on overhead and depends on the amount of work needed for each client project. Designers actively make changes to their design plans based on their client's feedback, resulting in multiple versions of each unique design. For the past two years, the small business has been using an onsite server backup to cover both their designer and management computers, in addition to two virtual boxes for their QuickBook and MISys manufacturing software systems.

Your data backup strategy when employees don't follow the rules

Timeless Travel Trailers believed storing data on a server was all they needed. Zuckerman quickly implemented CrashPlan for Small Business and initiated a company backup policy as a part of his added duties as IT admin. The backup policy relied heavily on his colleagues.

Why CrashPlan for Small Business?

Versioning:

Go back in time to the precise version of a file or folder.

Transparent:

Don't need to think about, works in the background.

Offline backup:

Protects from disaster and prevents loss of money and productivity.

Simple:

Easy administration and retrieval of files from any device.

"Our company is such that we rely on our employees to do what they are supposed to do," said Zuckerman.

With this new backup policy in place and CrashPlan for Small Business backing up the company's server, Zuckerman believed this policy would provide a secure repository of files that were easily retrievable.

Online backup making it fast and easy to restore 99% of the files lost

A few months ago, an employee at the company came face to face with a malware attack. "We have regularly gone out to the backup for a file here and there that was accidentally deleted or overwritten, but the largest single usage was recovering our data from a malware attack that encrypted most of our main drive before we found the source," says Zuckerman.

The attacker formed a hole in the company's security and encrypted everything. Because Zuckerman had deployed CrashPlan for Small Business, he was able to recover over 99% of the files that were lost, about 1.5 terabytes worth of files, by going back to two days before the attack. The last 1% was located on the local drive of the infected network machine and was not set up with CrashPlan, and of course, the user was not using

the network as per the company's policy.

\$25,000 worth of lost productivity due to malware

Thankfully, Zuckerman's quick thinking helped stop the attacker in his tracks, avoiding the company to pay any sort of ransom. "My guess is we would have paid \$25,000, including time recovering files with an IT consultant's help, new hardware, total loss from our server, cost for time and materials of restoring the server and virtual boxes and overall lost productivity," says Zuckerman. Without these files, the company would have lost thousands of dollars worth of designs and, ultimately, business with their clients.

Today's endpoint backup plan provides peace of mind

Today, Zuckerman using CrashPlan for Small Business to cover two employees endpoints, including his own, and is looking to expand that coverage to eight more employee's computers. Zuckerman has the peace of mind knowing his company's important data is securely backed up and can be recovered quickly, no matter the emergency. "The best backup is one that you don't need to think about until you need it."

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

CORPORATE HEADQUARTERS | 100 WASHINGTON AVENUE SOUTH | MINNEAPOLIS, MN 55401 | 612.333.4242 | [CRASHPLAN.COM](https://crashplan.com)