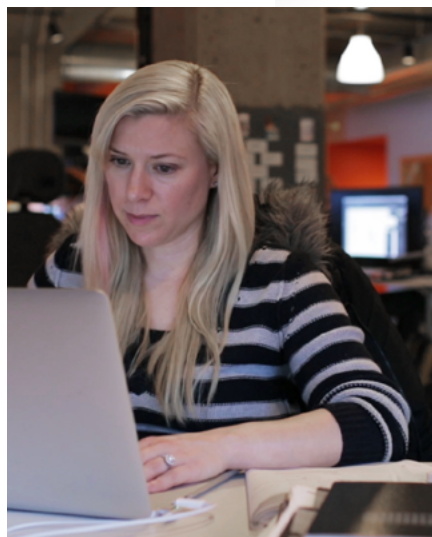




Disaster Recovery Made Possible (and Painless)

Customer Success

After a devastating flood on the sixth floor, GoKart Labs bounces back.



GOKART LABS

CrashPlan Customer

GoKart Labs—a digital agency

Deployment Strategy

Public cloud

Why CrashPlan

Automatic, continuous endpoint data protection for disaster recovery

What They Love

Mobile workforce access to files from anywhere, on any device

GoKart Labs is a digital agency in Minneapolis that helps businesses grow through digital strategies, web sites, mobile experiences and applications. Launched in 2009, GoKart Labs is home to many creative minds, including interactive designers, developers and marketers.

Situation

The creation of digital media leads to large amounts of data; at GoKart Labs some staffers work with several hundred gigabytes on just one workstation. As part of the agency's disaster recovery strategy, GoKart needed to protect the growing amount of critical client data living on its endpoints. Security and ease of use were major requirements, as was the ability for GoKart's mobile workforce to easily access work files remotely.

Critical Needs

- Foundation of agency's disaster recovery plan
- Continuous, automatic backup for users storing files and data on a variety of devices
- Ability to access files from any device, anywhere
- Unlimited file size, versions and archives
- A simple management interface

How It Works

Eric Johnson, director of technology and operations at GoKart Labs, began evaluating alternative options to onsite servers, with a particular focus on solutions that would automate backup and monitoring—to free up his time for other technology initiatives at GoKart.

CrashPlan was the right choice for GoKart because it offered secure, automatic backup in the public cloud, with easy file access and the ability to restore to any device from anywhere.

“My number one priority is to ensure our employees have access to everything they need to do their work and provide a safety net for when things don’t work,” said Johnson. “In any media space today, whenever you work with the type of clients we work with, you have to have disaster recovery in mind. Making sure it is safe and accessible is not negotiable. If disaster strikes, in the end, our clients suffer because we have to do redo work, and ideas could be lost.”

Within thirty hours of the flood, the GoKart Labs team recovered what workstations they could, and transported all employees to a temporary office. And with critical data residing off site with CrashPlan, operations continued seamlessly.

GoKart Labs Creative Lead Adam Ramerth breathed a sigh of relief that all his client work was safe and sound after the flood. “To have that kind of data backup and storage is worth its weight



“CrashPlan gives us the peace of mind to do our work any time from anywhere. Losing a file would be pretty devastating, but we don’t have to worry about that. It’s actually as second nature as breathing to just feel like our files are safe and secure because we know they are backed up with CrashPlan.”

Adam Ramerth, Creative Lead at GoKart Labs

Keep Calm & Back Up

Protecting and backing up files has become part of the culture at GoKart Labs since switching to CrashPlan. Employees also enjoy having access to their work anytime, anywhere. One of the company’s mantras, “Keep Calm and Back Up” has been continually reinforced since GoKart Labs suffered a debilitating disaster at their central office.

In May 2012, employees arrived at their office to find standing water in every direction. A broken water main above their office caused more than a quarter-million gallons of water to flood the recently remodeled space. Almost everything was destroyed. After the initial shock subsided, teams immediately wondered whether or not their data was safe. Thanks to CrashPlan, it was.

in gold. It is a ringing endorsement of CrashPlan that we did not have any sort of gap or hiccup in our workflow. In fact, everything that I wanted was there—file-wise, data-wise—as soon as we got into the new space.”

CrashPlan’s Business Value

- Decreased annual backup costs
- Decreased time spent managing backups
- Automatic, continuous backup is the foundation of disaster recovery strategy
- Unlimited file sizes, file versions and storage
- Access to files by remote workforce

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