

Roush Auto Group

How One Car Dealership Group Uses Backup as a Defense Against Cyberattacks



350

Employees
Backed Up

Situation

Roush Auto Group needed reliable, affordable cloud backups for their staff of 350 employees and growing. On-site backups had long been part of their IT and business continuity strategy, but they wanted to add cloud backups to keep a copy of their data off-site and geographically separated for protection against unexpected events and cyber threats.

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Centralized Bill

Solution

Roush implemented Backblaze Business Backup to protect employee endpoints by backing data up to the cloud. They use the Groups feature to administer users and check backup statuses for all of their machines as well as to manage billing centrally.

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Data Loss

Result

The IT team at Roush can now remotely restore data across their fleet and provision laptops for new employees easily and quickly. Data on employees' machines is backed up to the cloud, so they can restore in the event of damage, theft, or cyber attack. And, at \$7/month/license, they can do it all affordably.



The Roush Auto Group includes Roush Honda in Westerville, Ohio and Roush Ford in Hillard, Ohio. Roush Honda started in 1965 as a family business and later became 100% employee owned. It's now one of the Midwest's largest volume Honda dealerships. Roush Ford was added in January of 2017.



All Images Provided by Roush Auto Group

Family of Auto Dealerships Protects Essential Employee Data

Ed Green, IT Director at Roush Auto Group, noticed a big increase in the number of attacks on IT resources in recent years. Those attacks include phishing exploits, spam, and malicious scripts trying to enter the workplace through email, downloads, and direct attacks on servers. That's why Green added Backblaze Business Backup to keep data secure at Roush.

Backblaze Business Backup is automatic, unlimited, and secure cloud backup for laptop and desktop client systems in small and medium-sized businesses. Costing as little as \$70 per year per computer for unlimited storage, Backblaze Business Backup provides a set-it-and-forget-it backup solution for users combined with flexible

features for administrators such as Backblaze Groups to simplify billing and user management.

Over a year ago Green started looking for a cloud-based backup solution that would provide additional security beyond just on-site backups. Local backups have been a standard part of Roush's IT and business contingency strategy for a while, but Green wanted to add backups to the cloud as well. Cloud backups provide that extra peace-of-mind that comes with knowing that even if something happened to the on-site systems, the cloud backups would help them get back to work as soon as possible.



The backups themselves are easy to manage. In fact, they pretty much take care of themselves. It's all done automatically.

Ed Green, IT Director, Roush Auto Group

Expecting the Unexpected

"The Groups management feature is easy to use, and I can quickly see how many licenses we have allocated and how many remain. The backups themselves are easy to manage. In fact, they pretty much take care of themselves. It's all done automatically," Green said.

It's not just phishing and malware that concerns him. It's those unexpected events. Green recalls the time that a water sprinkler line broke and soaked the desktop computers in their office. "That was definitely unexpected," said Green. "Events like that are the reason we do backups. You don't know when something like that is going to happen. When it does, you're glad you planned ahead."

There was another time that a VBS script downloaded a virus that infected computer systems. Other than that, they've had the usual hard drive failures and lost computers. Backup just makes sense for any business that doesn't want to get shut down when bad things happen.

Green did a lot of research investigating what the best solution would be for cloud backups. He wanted something that was easy to use, with set-it-and-forget-it features and reliability. He sat down with Roush's CFO and after their meeting, affordability was added to the list of requirements as well. In Business Backup, they found a solution that ticked all of their boxes, and then some, including:

- Unlimited data for each machine.
- Automatic scanning for files to back up.
- Files secured with military grade encryption.
- Data centers that are SSAE-16/SOC 2 compliant.
- Flexible Groups that can be managed or unmanaged.
- User or administrator data restores.



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Ed Green, IT Director, Roush Auto Group

Using Groups to Manage a Fleet of Endpoints

With 350 employees and plans to hire more people at Roush Auto Group, Green believes he'll be adding more Backblaze licenses, likely doubling in the next quarter. He uses the Groups features of Backblaze Business Backup to administer users and make sure that computers are backed up.

He can perform restores on any machine and even install Backblaze remotely on new Macs and Windows for the company.

Green also likes the user interface of Backblaze Business Backup. "It's clear and easy to use," he says. "Backblaze Business Backup is a very, very convenient and effective tool for us. Backblaze covers our entire spectrum of needs for business backup."



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About Backblaze

Backblaze Business Backup is a truly unlimited backup service to help you protect workstation data for just \$70 per year per computer. Purpose-built by cloud storage experts with over one exabyte of customer data under management and over 50 billion files recovered, the service is easy to deploy across your organization and easier still to manage your team's backups, restores, and billing in one place. With a free 15-day evaluation, you can install Backblaze and begin protecting your business data today.

backblaze.com