Case Study

![Vaultize logo]

DDB MUDRA GROUP
DEPLOYS VAULTIZE TO SECURE DATA FOR COMPLIANCE
IN LINE WITH ITS MOBILITY AND BYOD STRATEGY

Industry
Media & Entertainment

![DDB mudragroup logo]

Company
DDB Mudra Group

Company Size
1,100+ Employees

Technology Environment
- Centralized IT Team
- iOS/Android
- Heterogeneous endpoints-Mac & Windows

Business Challenges
- Data security with mobile workforce & BYOD
- Restore flexibility – file-level restore
- Integrated user management with existing HR application

Vaultize Solution
- Cloud-in-a-Box Appliance

Benefits
- Fill coverage with new generation cloud platform
- Enhanced data security with higher ROI

BACKGROUND

The DDB Mudra Group, a member of the Omnicom/DDB Worldwide Group, is India's largest integrated marketing communications and services network. DDB Mudra Group comprises three agency networks, six specialist agencies and eleven strategic business units which offer their expertise under four disciplines (Media, OOH, Retail and Experiential).

DDB Mudra Group has fifteen offices across the country and representation in more than twenty other locations. It has more than 1,100 employees and a reach across 175,000 villages, 4000 towns, 3500 schools and nearly 7 million students.

DDB Mudra Group has been using a traditional Desktop-Laptop-Option (DLO) at each of its major offices to backup endpoints. Because of the tremendous challenges with the DLO approach, there was a need for a solution that could address the data loss and security issues.

In addition, due to Bring-Your-Own-Device (BYOD) policy adopted by the company, there was a need facilitate secure anytime-anywhere access to corporate information on various endpoints without compromising data control and visibility.

"Vaultize scored high over other solutions on account of its functionality, security features and scalable cloud architecture. We are extremely satisfied using Vaultize as part of our compliance and mobility strategy."

Mr. Sebastian Joseph
Cheif Technical Officer

BUSINESS CHALLENGES

MOBILE WORKFORCE AND BRING-YOUR-OWN-DEVICE (BYOD) REQUIREMENTS

With proliferation of smart hand held devices, many employees bring their own devices to the work place. These employees need secure access to corporate data on their endpoint devices – accessing anytime, anywhere. DDB Mudra Group has rolled out its employee self-help, time sheet, travel & leave workflow and MIS applications on mobile platforms. These applications helped create work life balance for employees. DDB Mudra Group required a solution that would increase employee productivity, without compromising security and compliance.

TRUE DELTA BACKUP

The existing DLO posed challenges in detecting incremental changes and performing delta backup – particularly with large size files including PST (mail file). Backups were taking considerable time as well as consume high bandwidth resources. Performance degradation was hampering end user productivity.

OPTIMAL USE OF BANDWIDTH

The existing DLO solution provided no option to define bandwidth utilization when connected from beyond corporate network (data card, Wi-Fi, etc.). Due to this, most of the users would disable the backup while on the move. In some cases, this proved disastrous since the backup was out of sync by weeks or even months, and many times the complete backup was not available when required.

In addition, the DLO significantly fell short of expectations in terms of user experience and, in particular, had limited capability for individual file restores.

DE-DUPLICATION

DDB Mudra Group's existing solution had no 'at-source' de-duplication capability. This resulted in heavy network traffic flowing from endpoints to backup server so much so the network at times got congested during peak working hours.

ENCRYPTION AT SOURCE

Security of data is paramount for DDB Mudra Group. The DLO was deployed on-premise under a controlled environment, and it had inadequate security that is needed for BYOD enablement.

SOLUTIONS FROM VAULTIZE

DDB Mudra Group after evaluating many vendors, it chose Vaultize to support its data protection and mobility strategy. Vaultize offered next generation cloud-architected platform for endpoint data protection, secure file sharing & sync, and mobility.

END-TO-END ENCRYPTION

Security was one of the critical criteria for the selection of the solution. Vaultize was the only solution that provided client side encryption (together with de-duplication) and Mac 32-bit support. Vaultize's endpoint encryption ensures that sensitive information remains encrypted on the endpoints thus ensuring protection against unauthorized access and potential data leakage from lost or stolen devices. This eliminated the need for a separate solution for endpoint encryption and remote wiping.

> " *Vaultize is a very effective and user friendly solution. Once it was installed there was nothing else to do. It works the way you want it to work. Their support is excellent.* "
>
> **Mr. Anand Banda**
> **Project Manager IT**

INTEGRATED USER MANAGEMENT WITH EXISTING HR APPLICATION

DDB Mudra Group operates from multiple locations. All entry and exit triggering points for an employee are through their HR application, which acts as their directory services. Vaultize provisioning was integrated with their HRMS wherein the client software gets provisioned in the user device with appropriate user id. This integration helped in efficient manageability. With the help of Vaultize, the group was able to provide the backup status on a real-time basis to their employees. This was to sensitize the employee regarding the back-up status – up to which date backed up, size of backup etc. Once the full cycle gets completed email/SMS alerts would be generated on a periodic basis to remind employees who are not compliant with their backups.

Vaultize Cloud-in-a-Box Appliance empowered group's IT to centrally manage users, devices and policies. Vaultize deployment was smooth and quick. Employees are now able to access important information anytime, anywhere and from any device securely – all this without requiring VPN, even when outside company firewall.

Vaultize Enterprise Platform ensured that DDB Mudra Group got lower TCO with faster ROI. It effectively provided endpoint backup, endpoint encryption with remote wiping, file sharing & sync, and data mobility. Without Vaultize these offerings would have to be acquired separately from multiple vendors and managed differently thus increasing cost of IT management.

Vaultize enables enterprises to embrace mobility for improved collaboration and productivity yet not compromise on data security and IT control. Vaultize offers a highly secure mobility platform that provides endpoint backup and encryption, and file sync/share for collaboration. Vaultize differentiates through military-grade data encryption, de-duplication at source, remote data visibility & control, and the ability to deploy either though public cloud or on-premise solution.

For more information, visit www.vaultize.com