

Endeavour Solutions delivers rapid recovery for customer victimized by ransomware

“When we discovered that all our SharePoint files had been encrypted, our first thought was that paying the ransom may be the only way to save our business. That feeling was quickly alleviated when we called Endeavour and learned that they had us covered with Cloud Backup. And in just a few hours, everything was restored, like nothing had happened.”

-Manager at Commercial Real Estate Firm

The need for Office 365 data protection

Endeavour Solutions has been at the forefront of the move from traditional to cloud IT services. Early on, they recognized that the need for data protection and security is even more critical in the cloud than on-premises solutions. Therefore, to protect their customers and deliver the best customer experience, they recommend a backup solution to all their cloud customers.

This protection extends to their business as well. From accidental deletion to ransomware, the ability to quickly and easily restore data, reduces support costs and improves customer retention.

Making the right data protection choice

Endeavour chose SkyKick Cloud Backup for several reasons:

- **Product innovation:** Endeavour wanted to standardize on an Office 365 backup solution that demonstrated a commitment to not only protecting data in traditional forms like email or files, but also where data is moving such as new Office 365 collaboration scenarios like Groups and Teams.
- **Ease of use:** According to Chad Smith, Senior Consultant at Endeavour, “It was so easy to set up, use, and manage, it was a ‘no-brainer’ to start offering it to our customers.”
- **Profitability:** The ease of use and the free, unlimited support from SkyKick protects the profitability of Endeavour’s recurring revenue as the product takes little time or expertise to set up, perform data restores, or manage. And if any issues arise, SkyKick support is just a free phone call away.
- **Partnership:** Endeavour’s confidence in choosing Cloud Backup was also grounded in their experience with the automation, ease of use, and scalability of SkyKick migrations.



Endeavour Solutions, Inc. is a Microsoft Gold Cloud Platform, Microsoft Gold ERP, Microsoft Silver CRM consulting firm specializing in Microsoft Dynamics GP and CRM, as well as Office 365. Founded in 1989, the firm now has 60 employees servicing more than 450 active clients throughout Canada, the Eastern US, and elsewhere.

Website: www.endeavour365.ca

Country: Canada

Customers: Over 650 active customers, primarily small and medium businesses, across Canada and the Eastern United States.

Ransomware

ran-som-ware
/'ransəm,wər/
noun

a type of malicious software designed to block access to a computer system until a sum of money is paid.

The value of data protection delivered

The value of data protection for both Endeavour and one of their customers was recently delivered when a commercial real estate firm became a victim of ransomware.

1,500

Encrypted files, including irreplaceable lease agreements

15,000

Ransom request with no guarantee that the key would be provided

10 minutes

Time required to initiate the restore

3 hours

Time for all 1,500 files (6 GB of data) to be restored

“When the phone call first came in, they were terrified. When they tried to access their files all the user would see was that every file had a new file extension and a little lock symbol.”

Chad Smith,
Senior Consultant at Endeavour

“The restore was very easy, straightforward, and efficient. In the end, the only data not recoverable was from the two hours since the last automated backup. We were able to restore everything else. By the time we finished restoring their data the customer was very, very happy that we had Cloud Backup in place.”

Chad Smith,
Senior Consultant at Endeavour

Situation

The attack

In early 2018, a customer of Endeavour Solutions, a commercial real estate management firm, was hit by ransomware, a type of malware that encrypts files, making them inaccessible without a key to unencrypt the files. It quickly spread to a SharePoint document library in Office 365 that housed all their lease agreements and related legal documentation, including many irreplaceable files which form the foundation of their business. Attached to each of the 1,500 encrypted files was a ransom request for \$15,000 to unencrypt the files.

The company was left with what seemed like the only option to save their business: Pay the \$15,000 ransom with no guarantee that the key would be provided.

The panic

They immediately called Endeavour, hoping they could do something to rescue them from the attack. “When the phone call first came in,” recalls Smith, “they were terrified. When they tried to access their files all the user would see was that every file had a new file extension and a little lock symbol.”

At a minimum, losing their lease agreements would have exposed the company to substantial financial and legal risk. At worst, it could have put them out of business.

Solution

Fortunately, long before the ransomware attack took place, Endeavour educated the real estate company on the risks of data loss and the need for a backup solution and recommended SkyKick Cloud Backup as they do for all their Office 365 customers, and they agreed to that recommendation.

The choice for Cloud Backup

The foundation for Endeavour’s selection of SkyKick Cloud Backup was their positive experience with SkyKick for migrations to Office 365. After testing the solution internally, Endeavour’s engineers found Cloud Backup provided the same comprehensiveness and simplicity as SkyKick Migrations and included the same level of support.

These features are even more critical for a recurring revenue service, as profitability and scalability can be largely dependent on the cost to support the solution. Their testing, combined with their previous experience and partnership with SkyKick, sealed their decision.

Cloud Backup in action

Fast and easy restore

Upon receiving the call from their customer, it took Endeavour just a few minutes to initiate the restore, and then only a few hours for all the backed-up files to be restored exactly as they were. According to Smith, “The restore was very easy, straightforward, and efficient.”

Comprehensive restore

Due to the frequency of daily backups, very little data was not recoverable. Many Office 365 backup solutions only perform one to three backups per day whereas Cloud Backup performs up to six. This frequency limited the length

“We chose Cloud Backup because it is easy to set up, easy to monitor, easy to restore, and easy to work with. Those are all extremely important to our engineers. Our experience helping a customer quickly, easily, and at no cost recover from a ransomware attack confirmed we made the right choice.”

Chad Smith,
Senior Consultant at Endeavour

of time between the last backup and the ransomware attack. According to Smith, “In the end, the only data not recoverable was from the two hours since the last automated backup. We were able to restore everything else. By the time we finished restoring their data the customer was very, very happy that we had Cloud Backup in place.”

Decision validated

According to Smith, “We chose Cloud Backup because it is easy to set up, easy to monitor, easy to restore, and easy to work with. Those are all extremely important to our engineers. Our experience helping a customer quickly, easily, and at no cost recover from a ransomware attack confirmed we made the right choice.”

Benefits

By successfully recovering all the files, and most importantly, the irreplaceable legal documents and lease agreements, Endeavour delivered incredible value to their customer, and in turn benefited from the experience.

Customer value

- **\$15,000 saved:** Without a data protection solution, the company would have been forced to pay the hackers or face even higher business costs due to type and irreplaceable nature of many of the files.
- **Minimal productivity loss:** The entire restore, was completed in just a few hours and included every file and version except the two hours of work that had been done since the last backup.
- **More than time or money:** Following an attack of any kind, victims realize their vulnerability. By delivering a rapid recovery, Endeavour was able to quickly replace that stress with a sense of confidence and security.

Partner value

- **Solidified partnership:** By helping their customer quickly recover from what could have been a devastating ransomware attack, Endeavour solidified their position as a valuable partner.
- **Additional business opportunities:** According to Smith, “This experience kicked off the conversation about additional things we could do to help protect their data,” Smith shares. “We proceeded to do consulting work around proper user training, security, things to watch out for, and more. It opened up some new business opportunities for us.”
- **Low cost to deliver high impact:** Because it took so little effort to perform the recovery with Cloud Backup, the cost to deliver incredible value to the customer was extremely minimal.

Conclusion

Smith concludes, “Having the right backup system in place is not just beneficial for the customer, it’s a significant benefit for the Partner as well. Backups are like insurance policies; you wonder why you’re bothering until the day that you actually need them. When that day arrives and you can quickly restore everything as it was before a data loss happened, it solidifies the customer relationship and, as we found, opens the doors to new opportunities. All without a significant investment of engineering time.”