



LEAP³

Leap3 Business Solutions Thinks Outside the Box To Defeat Ransomware

The Challenge

Selling the value of backup and disaster recovery is not easy. Most people don't think they'll experience a fire, flood or hurricane, malware or ransomware attack. Even in the light of recent ransomware attacks that have affected thousands around the globe, some will ignore the risk. They may just think, "It can't happen to me."

Ray Wordsman knows this human tendency all too well. He is the CTO of *Leap3 Business Solutions*, a company which provides reliable business IT services in the South Florida area. Leap3 prides itself on being ranked the leader in business IT support in the South Florida tri-county area. They have a long list of happy customers that give proof of their excellent service.

The Dropbox Backup Fallacy

Ray saw that one of his clients, a one-man-band architect, was storing and backing up his files in Dropbox. He knew that disaster was certain to happen, and that recovery might be difficult. A ransomware infection, for example, would encrypt all files on his computer, including the files in Dropbox.

He decided he had to think out of the box to save his client's data.

"I didn't want him to lose his stuff because he couldn't see the value until the building is burning down. I installed ShadowProtect SPX for him two months into the relationship and paid for it out of pocket," Ray recalls.

Due to the size of the files, the client was filing his work into the local folder on his desktop: he would have months-old files there, with hours upon hours of work put into them.

The ShadowProtect SPX Solution

“After almost nine months of trying to convince him to deploy a professional backup and recovery solution, it finally happened—Dharma encryption,” Ray says.

Dharma is a ransomware-type virus that encrypts stored files using asymmetric cryptography. What’s really dangerous about this type of encryption? Often the attackers will ignore the victims, despite their paying the ransom. So, even if you do pay money to the creators of the Dharma ransomware virus, you might still not be able to recover your files.

The average ransom for Dharma encryption is \$500-\$1,000. That’s a lot of money for nothing. Ray managed to recover all his client’s files by restoring from a backup with ShadowProtect SPX and paid nothing.

“I told him ‘Bud, you are lucky!’ Saved his bacon and gained a client for life,” says Ray.

About ShadowProtect SPX

The award-winning StorageCraft® ShadowProtect® SPX provides backup and disaster recovery, data protection, and managed system migration for Windows and Linux systems on virtual and physical machines.

If you’re working in a mixed environment, you’ll likely appreciate being able to run one backup and recovery software solution on all machines.

About StorageCraft

The StorageCraft family of companies, founded in 2003, provides award-winning backup, disaster recovery, system migration and data protection solutions for servers, desktops and laptops in addition to powerful data analytics. StorageCraft delivers software products that reduce downtime, improve security and stability for systems and data, and lower the total cost of ownership.

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