Cloud9 Uses Keepitsafe to Save Its Client from
A MAJOR RANSOMWARE ATTACK

Ask Paul Hubert, managing partner at **Cloud9** Ltd., what his managed IT service company does for its clients, and he'll tell you that the Ontario, Canada-based **Cloud9** liberates small and midsized businesses from the time and headaches of managing their own IT infrastructure.

But if you ask **Cloud9**'s client Petra Hygienic Systems — which recently faced a business-threatening ransomware attack — they'll likely have a much simpler way of describing Paul and his company: **They're heroes!**

"Almost immediately, Sam, the company's president, was calling me directly to say, 'We're locked out of our files. Help."

— *Paul Hubert*
  Managing Partner
  Cloud9 *Ltd.*

THE CHALLENGE: PETRA HYGIENIC SYSTEMS IS HIT WITH A MASSIVE RANSOMWARE ATTACK

"It all happened very quickly," explains Paul. "First we received a ticket from Petra stating they couldn't access a folder on their system. Then right away we received another similar ticket. Then another. And soon the company's president, Sam Maduri, was calling me directly to say, 'We're locked out of our files. Help.'"

This was a ransomware attack — a scam in which hackers penetrate a company's network with malware, then encrypt their data, and demand a "ransom" in exchange for returning system access back to the company.

Turns out, a Petra employee had clicked on a compromised link in an email, which encrypted a significant portion of the company's files and systems, as well as data they maintained on shared cloud drives.

"We didn't have time to do a full assessment of how widespread the damage could have been," says Petra's president, Sam Maduri. "But we could tell right away that it was bad. Fortunately, Paul and his **Cloud9** team implemented a backup and recovery system for us not long before, so they had us back up and running before we even needed to conduct that full threat assessment."

*"Paul and his **Cloud9** team used the KeepItSafe online backup system to not only to recover our files but also to get us back up and running quickly. **They're our heroes**."*

— *Sam Maduri*
   President
   Petra Hygienic Systems

KEEPITSAFE CLOUD BACKUP AND DR

- White-glove service

- Fully managed and monitored by experts

- Continuous, secure backup to redundant data centres

- Industry-leading disaster recovery service

- Endpoint backup, security and management

THE SOLUTION: CLOUD9'S ONLINE BACKUP SERVICE KEEPITSAFE

The system Sam is referring to, which **Cloud9** had only recently deployed to protect Petra's data, was the white-glove **KeepItSafe** cloud backup solution.

"Because we had implemented KeepItSafe across their corporate IT infrastructure prior to this attack," explains Paul, "as soon as we got word that Petra had been the victim of ransomware we were able to quickly recover all of their data and get them back into all of the systems that the hackers had encrypted. In fact, the KeepItSafe solution also allowed us to restore the compromised virtual machine to the healthy state it was in before the attack — without us even needing to rebuild it."

THE RESULTS: CLOUD9 SAVES ITS CLIENT FROM LOSS OF CRITICAL DATA

From a data protection standpoint, Petra is now enjoying peace of mind — finally!

"This wasn't our first ransomware attack," Sam explains. "A few years back we were hit, and we refused to pay the ransom. It took us weeks to rebuild the data we could, and we lost some files forever. Back then, we were running onsite backup that wasn't particularly effective and didn't have much in the way of disaster recovery. Plus, because it was in-house, our backed-up data was also vulnerable in the attack."

But because they had opted for **Cloud9**'s **KeepItSafe** service, Petra was able to see firsthand how powerful and effective the cloud backup solution is. "And after years of propping up a legacy onsite backup system," says Paul, "Petra Hygienic Systems is now finally enjoying the peace of mind that their data is actively safeguarded 24/7/365 — and always recoverable in a hurry."

"This ransomware attack could have really hurt us," says Sam. "But aside from some rattled nerves at our company, we recovered 100% and were back to normal business operations in no time. Paul, the team at **Cloud9** and the KeepItSafe solution they deployed are all heroes if you ask me."

"As a provider of managed IT services, I can tell you backup is mission-critical for any business — because it acts as a failsafe against all sorts of other problems, whether accidental or intentional."

— *Paul Hubert*
Managing Partner
Cloud9 *Ltd.*

THE RISKS OF PAYING THE RANSOM: WHY PAYING THE HACKERS CAN CREATE MORE PROBLEMS FOR A BUSINESS

"Petra didn't pay the ransom, and right away we went to work recovering their systems and restoring them to normal business operations," says Paul. "But it's important even for companies that don't have a technology partner like **Cloud9** or a white-glove cloud backup service like **KeepItSafe** to understand that when they pay a ransomware attacker, they might be creating new troubles for themselves."

"We know of businesses," Paul continues, "that are having to rebuild dozens of servers themselves because even though they paid the ransom they still did not regain access to all of their hijacked data. So giving in to attackers can still mean massive IT expenses to repair the damage. And if word gets out that a company had to pay hackers to decrypt and regain access to their own data, that can seriously harm the company's brand and reputation."

One final insight Paul offers, particularly to businesses that have not deployed a proven backup and disaster recovery solution, is that today even best practices in cybersecurity aren't always enough. "The bad guys are learning and evolving and getting more creative every day," he explains. "Even if you have anti-virus software or apps to spot malware, you can't be sure a hacker won't find a way around it."

CLOUD9'S MANAGED IT SERVICE PHILOSOPHY

- *Provide only best-in-class IT solutions to their SMB clients*

- *Learn about their clients, so they can customize the right suite of technology solutions to meet their unique needs*

- *Help educate their clients about safe, smart use of technology*

- *Thoroughly vet any potential technology service — and the company behind it — before offering it to their clients*

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