



# How Panasonic became Future Ready

A Parablu Case Study

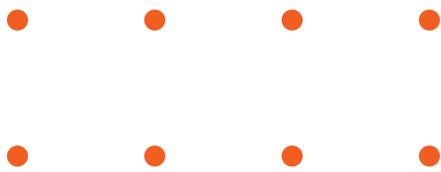
- **Panasonic is now Future Ready with Parablu's BluVault**

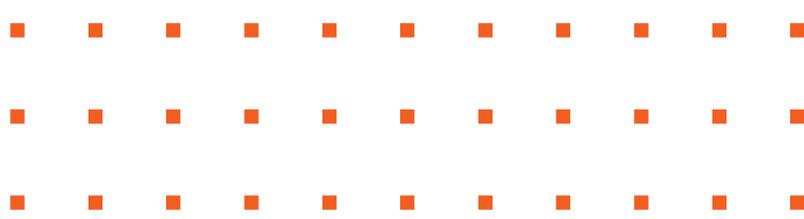
- *Learn how Panasonic implemented a secure and cost-effective endpoint backup strategy across geographies, using Parablu to leverage their OneDrive for Business storage.*



## About Panasonic

Panasonic is a diversified technology company and offers complete solutions enabling better living spaces for consumers and a better world in their community. They provide a wide range of integrated solutions in consumer electronics such as televisions/cameras, home appliances, beauty products and B2B businesses like – energy storage, smart factories, automotive, industrial devices, system solutions, as well as security and surveillance solutions.





## Challenges

### 1. Unbridled growth

Panasonic has been witnessing continuous growth in volume of their data and realized that the existing on-premise backup setup they were using was not only proving increasingly expensive, it was getting complex to manage the increased volume of data. They wanted to stem the constant need for new hardware investment that was going into supporting the continuous growth in endpoint data, with a SaaS based solution that was scalable and cost-effective.

### 2. Disparate solutions

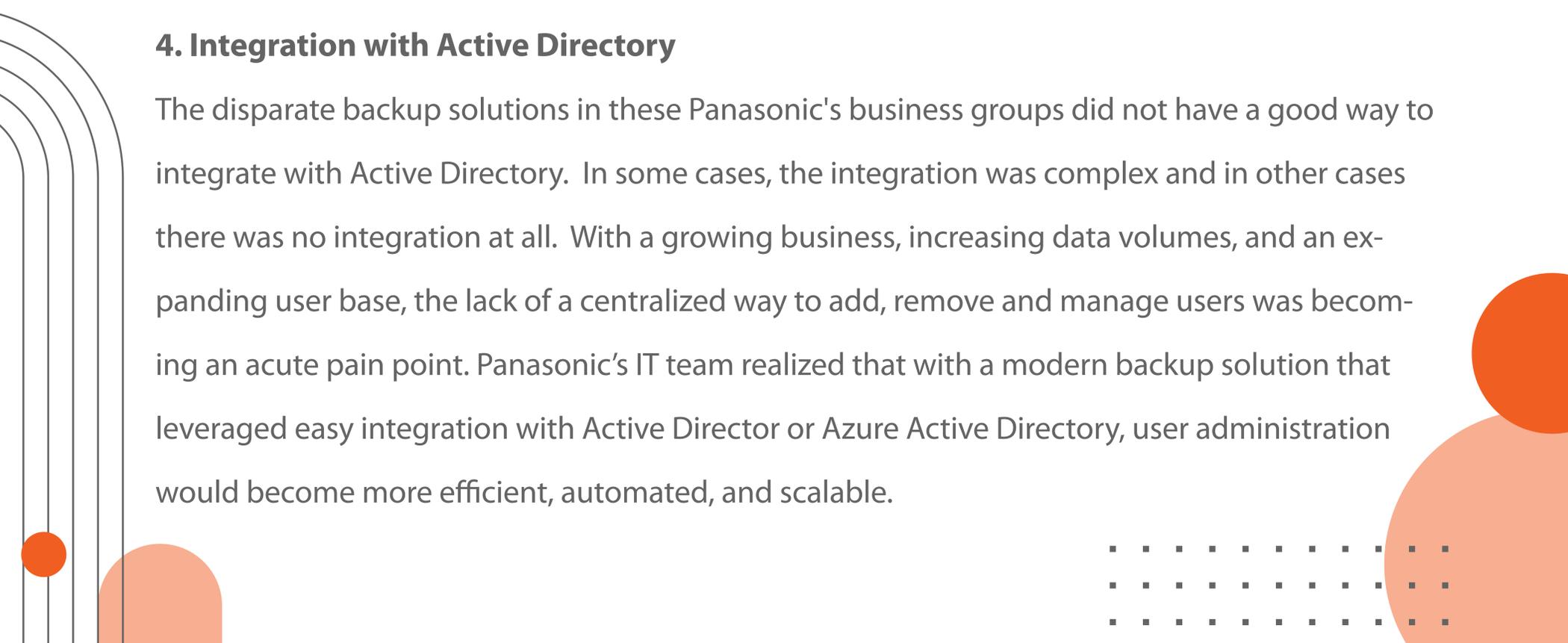
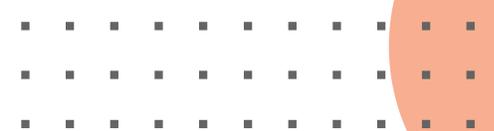
Panasonic's different groups across the globe - PI, PLSIND, and PMMAF-were using disparate backup solutions. In the absence of a single solution across different groups, this created multiple independent processes geared towards the endpoint data protection, which made centralized management and monitoring of backups next to impossible. They wanted a solution that would satisfy their diverse data protection needs, while also ensuring cost-effectiveness.

### 3. Control over data access

With multiple backup processes existing in different business groups, there was no centralized control over who had access to which backups. There was no way to restrict backup and restore permissions, especially on backups that belonged to employees at higher levels of the organizational structure. Unmonitored handling of sensitive business data was a threat that could over time, potentially lead to data breaches and leakage.

### 4. Integration with Active Directory

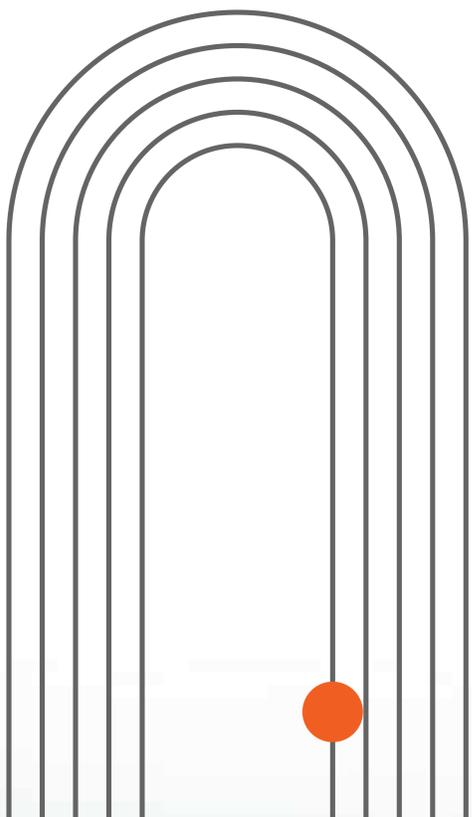
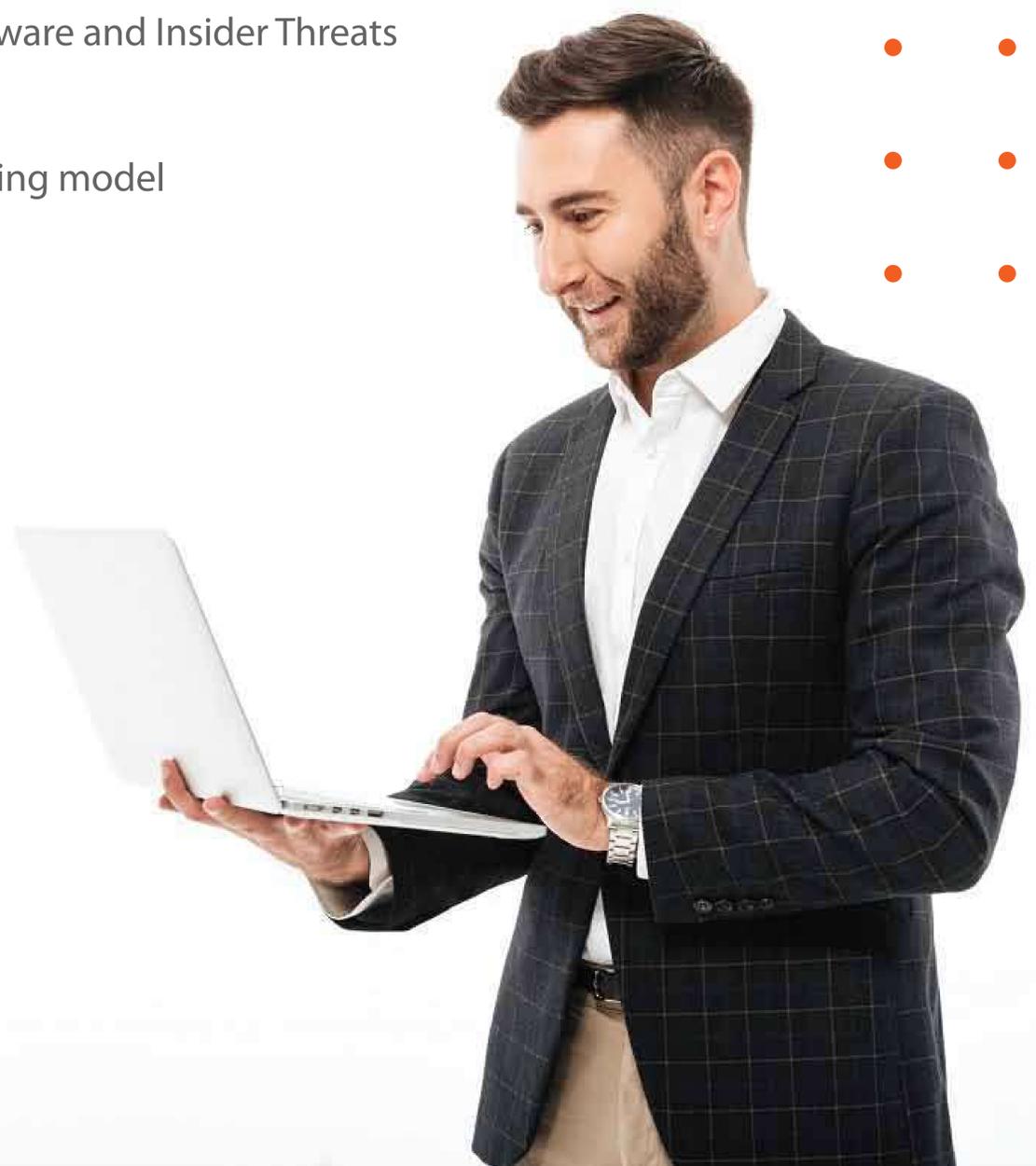
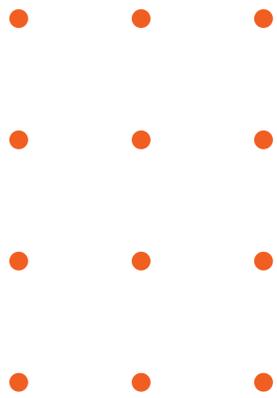
The disparate backup solutions in these Panasonic's business groups did not have a good way to integrate with Active Directory. In some cases, the integration was complex and in other cases there was no integration at all. With a growing business, increasing data volumes, and an expanding user base, the lack of a centralized way to add, remove and manage users was becoming an acute pain point. Panasonic's IT team realized that with a modern backup solution that leveraged easy integration with Active Director or Azure Active Directory, user administration would become more efficient, automated, and scalable.



## The Parablu Fix - BluVault - Backup to OneDrive

After evaluating Panasonic's requirements in detail, Parablu recommended **BluVault - Backup to OneDrive** as a solution. BluVault offered:

- A unified backup solution for all business groups and geographies
- A fully hosted SaaS solution with zero on-premise footprint
- Automated endpoint data backup to OneDrive for Business
- ZERO investment required for a backup data storage
- Industrial-strength data encryption both in transit and rest
- Centralized policy management and reporting
- Protection against Ransomware and Insider Threats
- A simple and flexible licensing model



## Benefits

### 1. Naturally Scalable

With BluVault, Panasonic was able to take advantage of Parablu's BaaS (Backup as a Service) offering and implement a solution with zero on-premise footprint. Instead of requiring on-premise infrastructure for backup storage, BluVault instead routed each employee's backup data to their own OneDrive for Business storage allocation. This setup is naturally scalable and seamlessly allows Panasonic's backup strategy to scale with employee growth and data growth. Panasonic is now future-proof.

### 2. ZERO Storage costs

With endpoint data backups getting routed to OneDrive for Business storage allocations, Panasonic simply did not need to invest in any additional storage. They also can be assured that secure and automated backups from business laptops and desktops are optimized with network-sensitive inbuilt functions in the software that enforce deduplication and delta-incremental backups.

### 3. Unified Solution

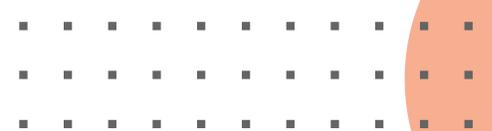
Parablu's deployment team proved to be nimble and BluVault proved easy to implement – even across several business groups and geographies. A common data protection strategy across groups made it easier for Panasonic to adopt a homogeneous policy for backed-up data everywhere. Considering these advantages, Panasonic foresees plans to extend BluVault across ISAMEA companies and beyond.

### 4. Secure

Panasonic is now assured that their data backed up from business endpoints is encrypted both in transit and rest. BluVault's deployment architecture also lends itself seamlessly to a Zero Trust security model and with a large portion of the workforce functioning out of their homes, Panasonic can be assured that there are no gaps or vulnerabilities.

### 5. Centralized management

With BluVault in place, Panasonic now has a centralized view and control over all users, devices, and policies. Using the web-based portal, they can monitor all activities, group users and devices, create customized policies, view reports and create alerts/notifications. What's more,



## Benefits

with Parablu's powerful Delegated Administration feature, they've been able to delegate administration to regional administrators in different geographies to be able to manage all local users and policies. They've also set up reports to be auto-emailed to key administrators each day – even without having to login to the portal.

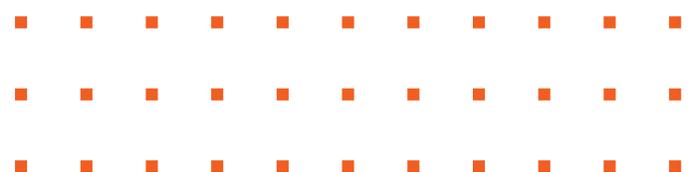
With BluVault's ability to set up policies that are sensitive to data privacy, the Panasonic IT team was also able to solve the issue of unregulated restores of VIP employee data. Instead of going through a cumbersome and error-prone process of whitelisting IPs for restores, they now create simple user-based restore policies in the portal and have them take effect remotely. High value user data is now protected from unauthorized restores – with just a few clicks of the mouse.

### 6. User Directory Integration

Parablu also provided Panasonic with an easy way to integrate with Azure Active Directory. The AAD integration feature of BluVault has enabled Panasonic with the capacity to streamline user provisioning and license management and made the end user experience smoother with Single Sign-on. This has eliminated user management complexity which is especially important at this time when they are witnessing unprecedented growth in workforce size and operations.

### 7. Flexible licensing model

Panasonic also benefited from the Parablu licensing model which allows up to 3 devices per user license. With employees working on multiple devices like desktops, laptops and Macbooks, this user-based licensing model saved them significant costs as compared to a device based licensing model. Devices may change ownership with time, but user level protection is what businesses want to track. Managing for compliance is now easier because Panasonic can now easily track which users are protected and which aren't.



## A solution that offered more than just backup and restore functionality

*"After evaluating several backup solutions, we chose Parablu's BluVault because it was the only solution that offered more than just backup and restores functionality. It is a reliable and cost-effective solution with compelling differentiation that was hard to overlook. We liked their OneDrive integration and the flexibility in their licensing model.*

*We are recommending it to our other groups and subsidiary companies. Their technical support has been great and they're overall a highly responsive and great team to work with. Highly recommended!"*

**- Ramneet Singh,  
Senior Manager - IT Infrastructure,  
Panasonic India**



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