



# Top Reasons to Protect Your Multi-Cloud with Veritas Alta Data Protection

Unified, secure, and optimized for the multi-cloud.

Organizations are increasingly turning to the cloud to maintain a competitive edge and support a distributed workforce. In doing so, they hope to capitalize on key advantages such as accelerated innovation, increased scale, and reduced cost.

But as businesses start their cloud transformation journey, they find no shortage of cloud-based applications to deploy. According to industry experts, more than 80 percent of new applications will be deployed in the cloud or at the edge.

The exponential growth in applications creates sprawl in the amount of data and where it resides, which in some cases may be across numerous cloud environments. While adopting a multi-cloud strategy protects critical infrastructure from failover, many organizations must adopt different clouds because of the application-cloud dilemma.

Without a comprehensive data management strategy, organizations must rely on cloud providers for in-app data protection. Meanwhile, tool proliferation leads to even greater complexity and cost.

And native toolsets alone won't reduce the burden or improve your risk profile. Instead, what's needed is a unified solution that spans multiple cloud workloads to ensure resilience with cost-effective scalability.

## What Cloud Providers Don't Tell You About Data Management and Protection

Protecting your data in the cloud should be no different than your on-premises approach. However, unless you're one of the CSP's strategic partners, have read the fine print, or experienced a business disruption first-hand, you may not be aware of the limitations of built-in data protection or that the high availability promised is limited to only a few services.

Nearly 80 percent of organizations report making mistakes in their cloud adoption. And the ambiguity of the cloud leads to common issues that compromise the effectiveness of organizations:

- **Single Point of Failure:** If the application only works in one cloud and that cloud goes down, you risk greater business disruption and the inability to recover and restore your data. You need the flexibility to shift workloads.
- **Incomplete Cloud-Native Tools:** The cloud offers convenience and simplicity in its UIs and toolsets. But be wary—the easy button doesn't mean it is complete or advanced. Instead, many cloud architects and admins find they must augment these native tools because they are “basic” or incomplete. But by piling on more tools, you risk creating more complexity and blurring the boundaries of accountability.
- **Data Management is not Data Protection:** Cloud providers offer data management capabilities such as record matching or deduplication, but these features don't offer protection. True data protection focuses on preserving the integrity of your data and its accessibility when and where you need it. Unfortunately, without a solid understanding of the shared responsibility model (nearly 45 percent of organizations don't clearly understand their role), additional protections, such as ensuring metadata replicates automatically, can fall to the wayside.

# 45%

of all applications deployed in the cloud are spread across multiple clouds creating a management and governance challenge.

- **Cloud Waste:** Cloud costs should be proportionate with cloud adoption. Yet companies are overspending by 20–50 percent on the cloud. Be sure to understand your footprint to avoid paying for cloud resources you don't consume, and inefficient storage policies that lead to cost overruns.

### How Veritas Provides Data Protection Across Every Cloud

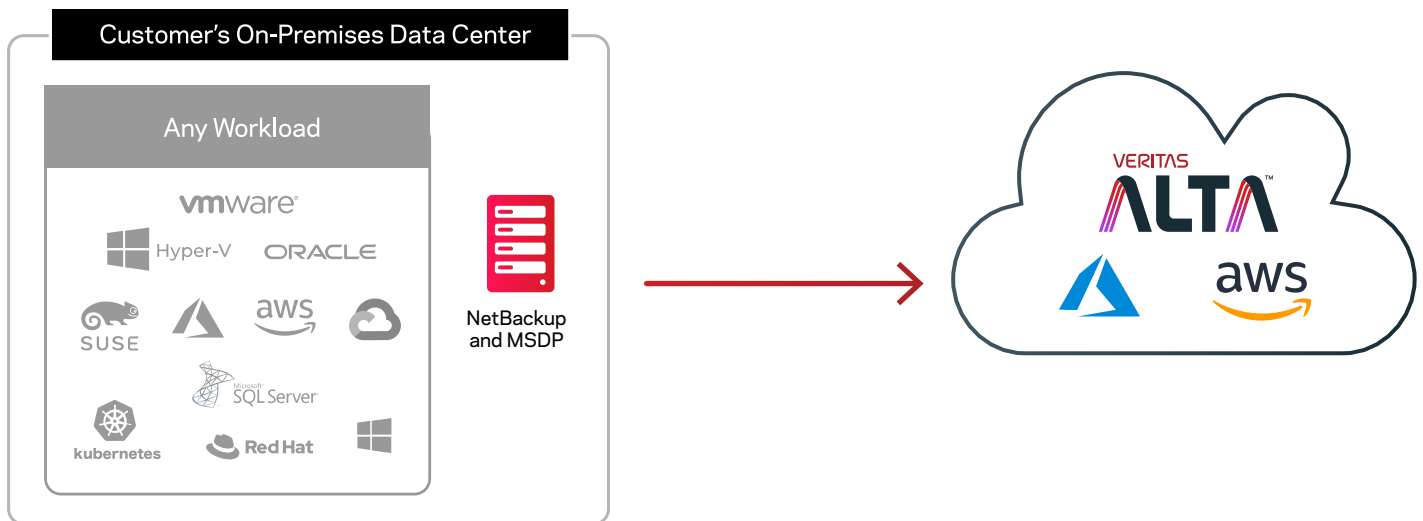
Resiliency against threats and other business disruptions in a multi-cloud world requires a holistic data management approach that is secure and unified. Veritas Alta is a complete data management solution that works in and across many cloud offerings, allowing you to regain control over your cloud data.

- Veritas Alta™ Data Protection for NetBackup Cloud Workloads (formerly known as NetBackup Enterprise for Cloud) provides ransomware-resilient data protection in the cloud, and makes it easy to migrate data across multiple clouds with consistent architecture and cloud-intelligent policies. You can change clouds without altering how you protect your data and resources.
- Veritas Alta™ Recovery Vault (formerly known as NetBackup Recovery Vault) is a cloud-based storage service fully integrates with NetBackup to simplify cloud storage and deliver at scale without compromising security or compliance policies. Veritas Alta Recovery Vault cuts the need for disparate deployment strategies to leverage multiple cloud storage providers' offerings. And it is available for Microsoft Azure and AWS.



*Cloud vendors have their own baseline cloud backup tools that you can easily add to your contract for use. It is common knowledge that these backup tools are very basic. When you have very high availability and recovery needs, you have a better, stand-alone backup solution riding on top of the included one."*

**IT Director, Transportation**



### Unified, Secure Multi-Cloud Data Protection Without the Waste

Customers using Veritas spend 25–45 percent less on data protection than other cloud solutions. Moreover, they are saving 95 percent on their cloud storage. Below are the top reasons enterprises choose Veritas for comprehensive data protection with cost-efficient scale for the cloud.

1. Lower operational costs with a single, unified platform to provide comprehensive data protection with consistent policy management in and across multiple clouds
2. Improved storage cost predictability with Veritas Alta Recovery Vault's easy deployment across multiple clouds, low-cost object storage, industry-leading deduplication, snapshot backups, and reined-in egress costs
3. Stronger protection from cyber attacks with NetBackup's AI-powered anomaly detection and event-triggered malware scanning, granular recovery, immutability options, and advanced analytics for end-to-end visibility
4. Enhanced enterprise-class data protection with Veritas Alta that is complete and scalable across multiple clouds



Regain control over your cloud with Veritas Alta. Unified, secure, and optimized enterprise protection for multiple clouds.

To learn more, visit the following pages on Veritas.com:

- [Veritas NetBackup and Veritas Alta Data Protection](#)
- [Veritas Alta Recovery Vault](#)
- [Veritas Data Management Across Every Cloud](#)

## About Veritas

Veritas Technologies is a leader in multi-cloud data management. Over 80,000 customers—including 95 percent of the Fortune 100—rely on Veritas to help ensure the protection, recoverability, and compliance of their data. Veritas has a reputation for reliability at scale, which delivers the resilience its customers need against the disruptions threatened by cyberattacks, like ransomware. No other vendor is able to match the ability of Veritas to execute, with support for 800+ data sources, 100+ operating systems, 1,400+ storage targets, and 60+ clouds through a single, unified approach. Powered by Cloud Scale Technology, Veritas is delivering today on its strategy for Autonomous Data Management that reduces operational overhead while delivering greater value. Learn more at [www.veritas.com](http://www.veritas.com). Follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

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