Top Reasons: Cloud Data Protection
Protection without compromise.

Overview

Given that the cloud has become the number one attack vector for cyber criminals (ESG 2022), it is a matter of when not if you will be taken down by a ransomware attack. The challenge will be how quickly you can recover and how cost-efficiently you can securely protect all your data. To complicate matters, almost all enterprises now use at least three cloud vendors which not only increases exposure to attack, it also increases cost. Compounding this is the shared responsibility model used by all cloud service providers (CSPs) which indicates that you are responsible for the security and protection of your data.

Today there are two imperfect options: Using the CSP tools, or using the same data protection tools in the cloud that you've been using on-premises.

1. You could use the tools provided by the CSP which are snapshot-based and work fine for providing basic data protection. However, these tools lack critical cyber resilience and enterprise data protection features, and have no centralized control or visibility. You are still very exposed with the CSP tools, and will likely have significant difficulty recovering a clean copy of your data when disaster strikes.

2. You could deploy the same data protection tools in the cloud that you've been using on-premises. The third-party tools are not completely cloud-native, which means they will be inefficient and therefore expensive to operate in the cloud, and they may work well in one cloud but not all clouds.

Solution

What if you could get everything you want without compromise: the highest cyber-resiliency, the best cost-efficiency, and quickly recover with confidence at scale?

This is exactly what our customers are getting with Veritas Alta™ Data Protection, powered by Cloud Scale Technology. More than a year ago, we released Cloud Scale Technology, a new generation of the same enterprise-class data protection that has driven NetBackup™ to be the leader in the Gartner Magic Quadrant for 17 years straight.

Cloud Scale Technology's containerized, elastic, and secure architecture is unlike any other architecture on the market. It enables Veritas Alta Data Protection to:

- Take full advantage of cloud resource efficiencies
- Operate cloud-natively within any popular cloud
- Includes a rich set of APIs for automation and cross-domain tool integration
- And will deliver on all three of your data protection goals: cyber resiliency, quick recovery, and cost efficiency

Cyber Resiliency

Veritas Alta Data Protection uses a zero trust architecture to provide strong cyber resiliency. It has security that is built in, from the very core of Cloud Scale Technology to every aspect of product operation, security is priority one. It also includes advanced features such as real-time AI-powered anomaly detection that can scan for anomalies as your backup is running; if anomalies are detected, it can automatically scan the data for malware.

Quick Recovery

Veritas Alta Data Protection is designed for quick recoverability. It is the only solution with breadth and flexibility to allow you to quickly find a good, clean copy of data; and it provides the flexibility to restore the data to other regions, availability zones, or even container distributions.

Cost Efficiency

Veritas Alta Data Protection's elastic architecture is unlike any other tool on the market. It allows resources to be scaled up and down to meet increasing and decreasing loads, eliminating the need to pay for cloud resources when not in use, resulting in a significant reduction in cloud spend. It also has the best-in-industry deduplication and automated storage tiering. Support for object storage dramatically reduces storage cost and delivers maximum storage efficiency.

Benefits

When you want to run a self-managed data protection solution in the cloud with the highest ransomware resiliency that also provides significant cost savings, choose Veritas Alta Data Protection.

1. Ransomware resiliency

Highest levels of cyber resilience from the only vendor with a 100 percent cyberattack recovery track record[1]. Veritas Alta Data Protection has a zero trust architecture designed for recoverability with automated, orchestrated recovery, instant rollback from the last known good copy, and restoration granularly through continuous data protection at scale.

2. Cost savings and effectiveness

You'll reduce your cloud storage costs by as much as 90 percent compared to CSP tools, and reduce your total cost of ownership by as much as 40 percent compared to third-party tools[2]. Veritas Alta Data Protection powered by Cloud Scale Technology, which is containerized, elastic, and secure enables Veritas Alta Data Protection to take full advantage of the cloud resources and to operate more efficiently, securely, and better than any other product on the market.

3. Single pane of glass

If you're already running a NetBackup subscription for your on-premesis protection, Veritas Alta™ View is our new no-cost SaaS-based management console that allows you to manage across all backup domains, on-premises and in multicloud. So now you can gain centralized control and visibility across your entire data estate.

Learn More

Veritas has been ranked a Leader in the Gartner Magic Quadrant for Enterprise Backup and Recovery for 17 years running. We've helped the largest companies protect their data from the edge to the core and across multiple clouds, and we welcome the opportunity to work with you.

With 100 exabytes of information currently under management, Veritas Alta Data Protection gives enterprises a simple and powerful way to ensure the integrity and availability of their data.

To learn more about Veritas Alta, visit veritas.com/alta.

1. Veritas

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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. Follow us on Twitter at @veritastechllc.

VERITAS™

2625 Augustine Drive
Santa Clara, CA 95054
+1 (866) 837 4827
veritas.com

For global contact
information visit:
veritas.com/company/contact

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