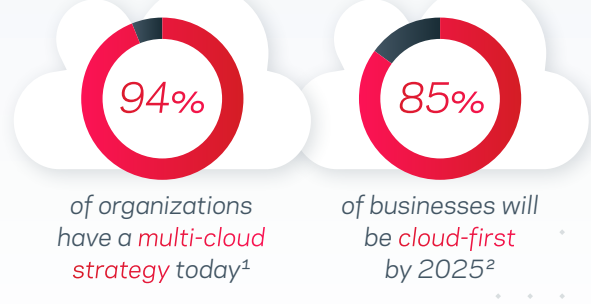


# Managing the Top Pain Points of the Cloud

## Cloud strategies are getting complicated.

As organizations shift assets to the cloud, many realize that mismanaged storage can lead to significant costs. Although the cloud delivers numerous benefits, it also introduces new challenges in critical areas such as security, uncertainty, cost, and complexity.



### Challenge #1

## Cybersecurity is Difficult



### Ransomware and other forms of malware are a huge problem, and they're growing worse.

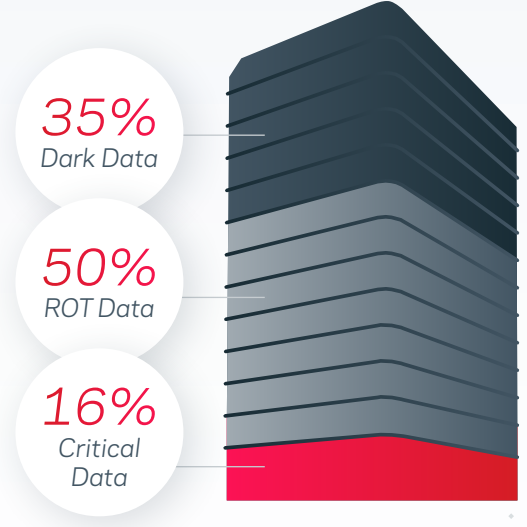
- There were 2.8 billion malware attacks in the first half of 2022 alone. This represents an 11% increase over the previous six months.<sup>3</sup> The result? Vulnerabilities and costs are also skyrocketing.
- The average cost of an attack was \$1.85 million in 2021.<sup>4</sup>
- Veritas found that 77% of business and IT leaders are surprised by how much they have spent on data management and cybersecurity tools.<sup>1</sup>
- Cybersecurity failures are expensive and can result in lost revenue, fines, legal fees, and brand and reputational damage.

### Challenge #2

## Uncertainty, Dark Data, and a Lack of Visibility are Dangerous

### Data visibility, from edge to core to cloud, is essential to data protection and resiliency.

- Most IT leaders are unable to track their organization's entire data footprint, making it harder to safeguard all their data, detect potential threats like malware, and optimize for cost and complexity.
- According to Veritas research, survey respondents lack clarity on their data. On average, their organizations' data is made up of 35% dark data, 50% redundant, obsolete, or trivial (ROT) data, and only 16% business critical data.<sup>5</sup>



### Challenge #3

## Costs Can Run Rampant



### As already challenging data storage requirements increase, costs shoot upward.

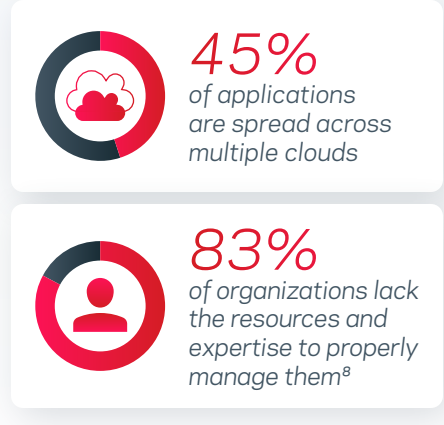
- Legacy data storage solutions don't optimize usage, leading to duplicate and unneeded data accumulating in multiple locations.
- Data storage costs have steadily increased in recent years. McKinsey & Co. reports that they have risen 50% over the last 5+ years.<sup>6</sup>
- By deduplicating and compressing data, and then storing it on a cheaper storage tier, organizations can achieve storage savings up to 99% compared to cloud-native snapshots.<sup>7</sup>

### Challenge #4

## Complexity Becomes the Default Setting

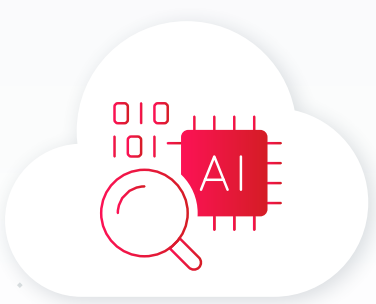
### An accumulation of tools, technologies, and resources introduces additional layers of siloed IT administration and management.

- While cloud native tools can be quick to turn on, they can't manage data across multi-cloud frameworks, leading to more disparate tools and operational complexity.
- Taming complexity requires organizations to adopt solutions that accommodate and streamline complex unified data management, enhanced data safeguards and security, and support an elastic, scalable cloud native architecture.



### Challenge #5

## Cloud Still Requires a Large Amount of Manual Oversight



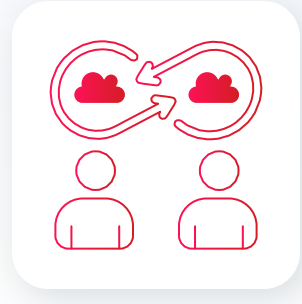
### Automation is essential for eliminating common and costly manual errors. Its value is particularly apparent for key use cases surrounding:

- Autonomous data management technology that automatically and intelligently protects data while ensuring it's compliant, secure, and cost optimized.
- Artificial intelligence (AI), machine learning (ML), and other automation and autoscaling features that support a scalable and elastic cloud native architecture.
- Appliances, containers, and microservices that maximize the capabilities of cloud-native frameworks.

### Confusion around the Shared Responsibility Model.

There is a lot of confusion and ambiguity around the shared responsibility model between cloud service providers and their customers. Many understand in theory that cloud service providers are responsible for resiliency of the cloud and the customer is responsible for resiliency in the cloud. But execution of that can still be vague and often leaves data and applications unprotected and vulnerable.

With a sophisticated platform that supports modern multi-cloud environments, Veritas enables greater control, lower risk, and more manageable costs, all while ensuring that you meet your end of the shared responsibility model.



## Veritas Changes Everything

Veritas offers next generation technology that revolutionizes data management, resiliency, cybersecurity, and sustainability in the cloud.

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