

# Unlock Transformation Possibilities While Reducing Cost and Risk

## In Partnership: Veritas and Kyndryl

Veritas, a recognized leader in data protection, and Kyndryl, the IBM spinoff of its Infrastructure Services business—with decades of multi-technology advisory, design/build, implementation, and managed services experience—have partnered to address one of the biggest obstacles that IT and business leaders face in their pursuit of digital transformation: how to ensure effective, cost-efficient protection of business-critical data while safeguarding the business from the ever-growing threat of ransomware.

Kyndryl's fully managed service offering eliminates the need for PoC development and enables substantial CapEx savings. By absorbing the responsibility for daily data management and protection, Kyndryl helps organizations to gain greater value from their data and unlock new business possibilities—safe in the knowledge that their data is secure, accessible, and compliant.

## Combating the Growing Threat of Ransomware

The risk and cost impact of ransomware and continues to grow year on year. In fact, attacks doubled in the first half of 2021, with organizations in the US at particularly high risk. But the threat can be minimized with the right strategy and solutions in place.



### THE COST OF DOWNTIME

44% of enterprises  
say hourly downtime  
costs up to \$1 million.<sup>1</sup>

# 54.9%

While it is a global issue, organizations in the US are the targets of 54.9% of ransomware attacks. Manufacturing firms face 30% of all attacks, followed by Financial Services, Transportation, and Technology.<sup>2</sup>

### 01. Ransomware Resiliency

Veritas NetBackup™, a Gartner Magic Quadrant™ Leader for Enterprise Backup and Recovery, provides enhanced ransomware resiliency to prevent the costly impact of an attack. In fact, NetBackup proactively monitors data using artificial intelligence and machine learning to detect the earliest signs of an attack so action can be taken.

With added security measures including immutable backups, and a range of recovery options from replication to continuous data protection (CDP), instant rollback, or recovery to the cloud, you can be assured that Kyndryl will have it covered.

### 02. Unified Data Protection

Even a single minute of downtime can cost a business significant money and cause reputational damage. And with COVID-19, security hacks, and remote working adding to that challenge, it's more important than ever to have the expertise to realign and manage your disaster recovery plan.

Most backup and recovery solutions have limits on what they can protect, be it data size, workloads, clouds, server environments, or architectures. But thanks to NetBackup's comprehensive coverage, the Kyndryl team will monitor and protect all your data, wherever it resides—on premises and on the cloud—and deliver fast, granular recovery precisely when, where, and how you need it.

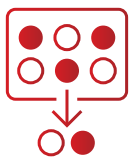
### 03. Rapid Disaster Recovery

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With near-zero RPO and continuous data protection, NetBackup provides automated, orchestrated recovery for multi-tier applications to and from the cloud. Your Kyndryl team will also ensure compliance with the most stringent SLAs via audit reports and non-disruptive recovery rehearsals.



## Addressing Your Operational Goals



### Reduced Cost and Complexity

Offload the installation, configuration, and maintenance of backup and recovery hardware and software components to Kyndryl and enjoy our simple, pay-as-you-use pricing model. With NetBackup deduplication technology, we can minimize your storage costs too.

### Enhanced Operational Efficiency

With data management challenges taken care of, you can focus your best efforts on achieving your digital transformation goals and embarking on new ones. You'll also benefit from unified backup and recovery and support for low-cost, multi-cloud storage environments.



### Decreased Operational Risk

Kyndryl will also provide professional guidance and solutions to reduce risk, ensuring data integrity, compliance, and ransomware protection. Plus, you'll benefit from fast, flexible recovery options to meet your disaster recovery and business continuity goals.

1. Cognyte, Aug 2021, "[https://www.cognyte.com/blog/ransomware\\_2021/](https://www.cognyte.com/blog/ransomware_2021/)"

2. TechData, Sept 2021, "<https://techchannel.com/IT-Strategy/09/2021/cost-enterprise-downtime>"

### About Kyndryl

Kyndryl designs and manages the most advanced technology infrastructures. With a growing team of 90,000+, Kyndryl delivers unsurpassed geographic scope and expertise of local, regional, and global regulations. Kyndryl helps customers unlock business potential, challenge preconceptions, and amplify business outcomes.

# kyndryl

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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](http://www.veritas.com). Follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

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