# Cloud Optimization in NetBackup 10.1

Utilize the power of Cloud Scale Technology
to optimize resources and minimize costs.

## Significantly Reduce the Costs of Cloud-Native Data Protection Without Compromising RPO or RTO.

The adoption of cloud computing has introduced a number of new challenges, and managing cloud spending is proving to be one of the most difficult. IDC predicts that in 2022, spending on public cloud services will exceed $370B. When using public cloud IaaS, organizations are continuously billed instead of the CapEx-oriented, one-time procurement of data center infrastructure.

Traditionally, cloud computing infrastructure must be sized for peak data protection workloads with much of the spend associated with very low utilization of the expensive resources. This could be costing the business tens of thousands of dollars per month spent on idle cloud computing.

NetBackup is powered by Cloud Scale Technology—Cloud Scale Technology is a new generation of the proven NetBackup architecture, modernized to operate at web-scale and provide a foundation for our vision to deliver autonomous data management. NetBackup is the only solution to offer the fully automated movement of cloud-based workloads to lower-cost tiers of storage, either on-premises or in the cloud. NetBackup is also the first cloud-native data protection solution to dynamically provision NetBackup containerized services and cloud resources based on the workload's performance requirements. These unique capabilities eliminate the unnecessary spend on unused resources, while ensuring that protection requirements are always met.

### Reduce the Costs of Cloud Native Data Protection

- Only pay for resources as needed
- Store tens of millions of objects with durability and for scale
- Move data to lower-cost storage tiers
- Dynamically provision cloud compute resources
- Ensure protection requirements are always met
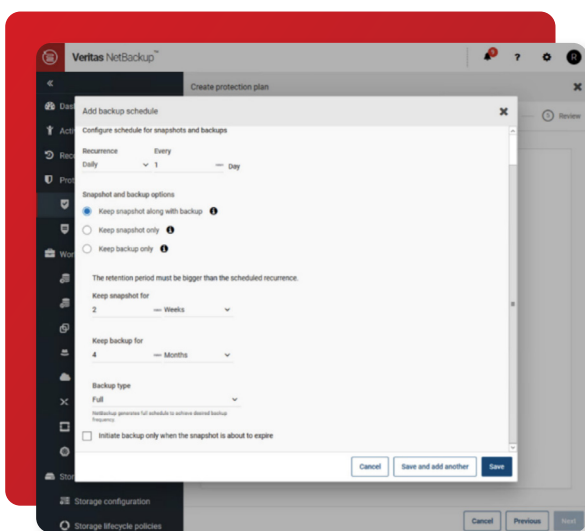


*Cloud workload snapshot and backup options in NetBackup.*

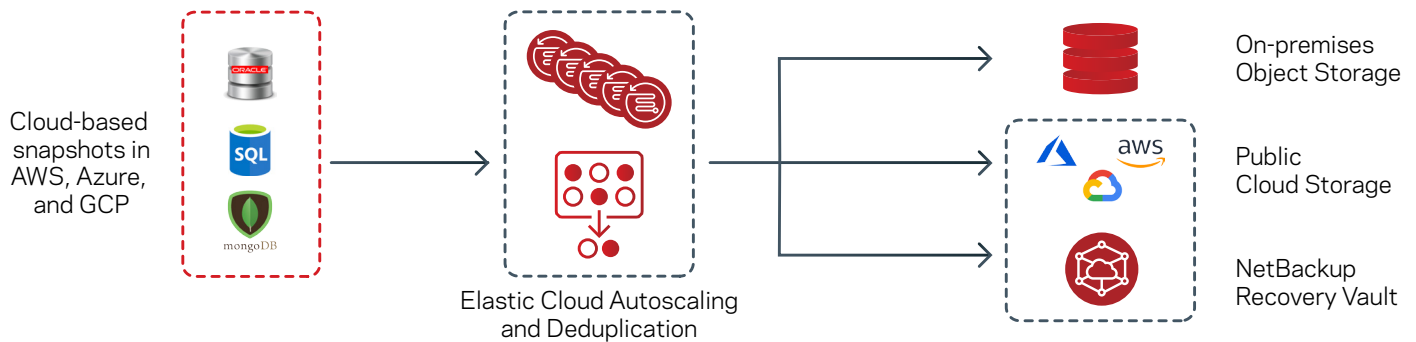## Agentless Backup from Snapshot: The Right Storage at the Right Time

Cloud storage costs can vary widely—with "hot" storage tiers from leading providers costing 5 to 10 cents per GB per month, while archive-focused storage tiers can cost up to 90% less.

Using NetBackup's backup from snapshot capability allows organizations running their workloads on AWS, Azure, and GCP to take advantage of these lower-cost tiers of storage—by either moving their snapshot data to lower-cost storage tiers in the cloud, to Veritas's own storage-as-a-service offering (NetBackup Recovery Vault), or to their own storage on-premises. And by using the Intelligent Cloud Policy Engine, this entire process can be automated based on criteria that is pre-defined by the backup administrator.

## Elastic Cloud Autoscaling: Pay Only for What You Use

Like traditional water and electrical utilities, with NetBackup Elastic Cloud Autoscaling for AWS, Azure, and GCP, an organization only pays for cloud resources when they're used. By automatically provisioning the cloud compute resources and the NetBackup services to meet surges, the required performance demands are always achieved. As the requirements subside, the cloud compute resources are automatically deprovisioned along with their associated costs.

With NetBackup, cloud-native data protection never needs to be compromised due to costs, and the results speak for themselves—organizations can reduce compute resource costs by up to 40%.



Cloud-based snapshots in AWS, Azure, and GCP → Elastic Cloud Autoscaling and Deduplication → On-premises Object Storage / Public Cloud Storage / NetBackup Recovery Vault

## Cloud-Optimized Deduplication: Do More with Less

NetBackup's Elastic Deduplication Engine works in concert with Cloud Scale Technology to further reduce storage costs—by up to 99% when compared to the cost of simply maintaining snapshots in the cloud. It features a containerized deployment model, allowing simple integration into your cloud environment while eliminating static instances.

And as of NetBackup 10, the Deduplication Engine has been optimized with improved efficiency, compressing more data and utilizing less memory than ever before—allowing your cloud resources (and your budget) to go further.

## NetBackup: Built for the Cloud

Data protection is a good example of a dynamic workload that has regular periods of peak demand cycles followed by periods of much lower performance needs. Until now, enterprise data protection in the cloud meant pre-provisioning resources to reflect the requirements of peak demand, driving up the costs of cloud infrastructure without gaining continuous benefit. Not anymore.

## Cloud Object Storage: Cost-Effective Durability and Scale

It's estimated that more data will be created within the next 3 years than has been created over the past 30 years. This unprecedented growth in data, driven by digital modernization and cloud adoption, has necessitated the need for an easier, more cost-effective method for storing and accessing massive amounts of data in the cloud.

Unlike traditional storage methods, including file and block, cloud object storage offers greater flexibility, scale, and durability to store multiple data types (including unstructured) at a lower cost. As of NetBackup 10.1, you can leverage cloud object storage in your backup and recovery strategy to:

- Ensure compliance by providing proof of protection to auditors (internal and external) and the ability to archive data in a separate storage ecosystem
- Optimize cloud scale and flexibility, offering a single point of protection for tens of millions of objects per buckets (even thousands of buckets) while providing multi- and hybrid cloud support, including an exit strategy

- Control costs with versioning and replication for more efficient storage management compared to deduplicated backups
- Increase cyber protection and eliminate ransomware with malware scanning and immutable storage options

## Secure Cloud Self-Service

A common pain point for many organizations in cloud native data protection is providing users with the agility for self-service backup and recovery operations without introducing security risks. NetBackup's sophisticated credential management and role-based access controls ensures that your organization's security and compliance requirements are met.

NetBackup's secure cloud native self-service capabilities eliminate the need to wait on IT personnel resources—reducing friction without compromising security.

## Working Toward a Sustainable Future

With NetBackup powered by Cloud Scale Technology, organizations only pay for the cloud resources that are needed without compromising the most demanding RPOs/RTOs.

This not only reduces costs for your organization—it creates a more sustainable future for the planet. By reducing storage and compute requirements, the carbon footprint of that data is also reduced—by up to 98%.

## Learn More

New to NetBackup? Test-drive NetBackup with Cloud Scale Technology cloud by downloading a free trial of NetBackup.

NetBackup customers can download NetBackup from the Veritas Download Center.

Veritas NetBackup enables organizations with advanced cloud-native technologies that protect the business every step along the cloud

## 98%
### Reduction in carbon footprint
- From 3.5 to 0.08 metric tons of CO2
- Based on storing 1 PB of unoptimized data in the cloud

## NetBackup™
*Powered by Cloud Scale Technology*

### About Veritas

Veritas Technologies is a global leader in data protection and availability. Over 80,000 customers—including 95 percent of the Fortune 100—rely on us to abstract IT complexity and simplify data management. The Veritas Enterprise Data Services Platform automates the protection and orchestrates the recovery of data everywhere it lives, ensures 24/7 availability of business-critical applications, and provides enterprises with the insights they need to comply with evolving data regulations. With a reputation for reliability at scale and a deployment model to fit any need, Veritas Enterprise Data Services Platform supports more than 800 different data sources, over 100 different operating systems, more than 1,400 storage targets, and more than 60 different cloud platforms. Learn more at www.veritas.com. Follow us on Twitter at @veritastechllc.

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