



# Veritas on Google Cloud Platform

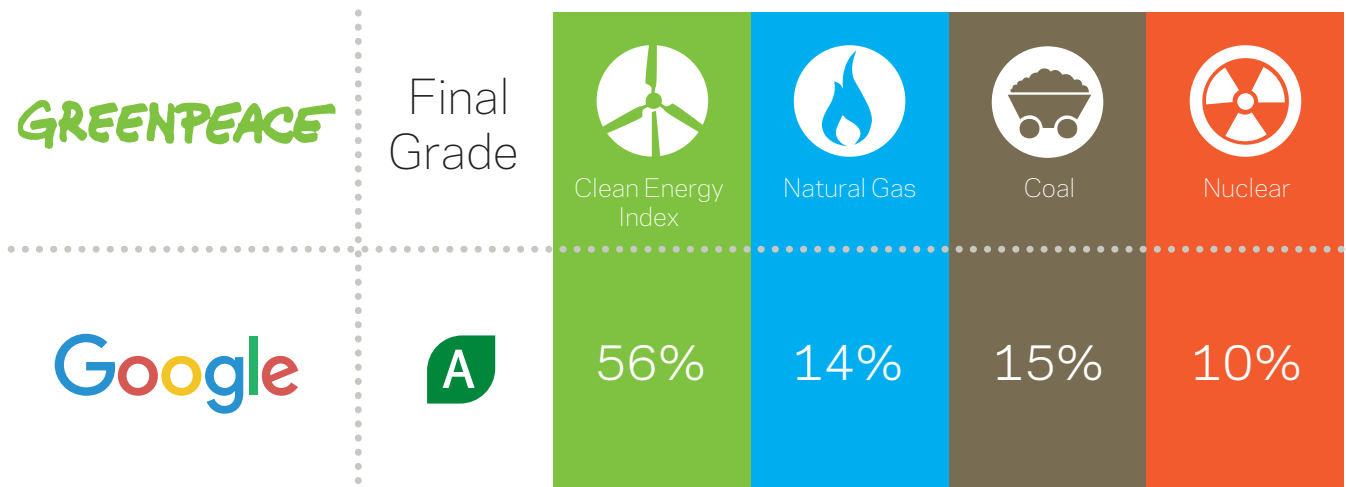
Intelligent 360 data management.

Cloud is at the forefront of digital transformation today, but adopting cloud can also create IT siloes, spreading data and workloads across numerous locations. While data is created through every communication, transaction and interaction customers participate in; data in itself is not valuable to a business. But information derived from this data has the potential to skyrocket business growth, revenue and profit.

## THE UNSUSTAINABLE NATURE OF ENTERPRISE DATA

Organizations are struggling with two competing forces as it pertains to their data: demand for uncompromising information protection and access, and the exponential increase in data growth and sprawl. Data growth at 39% year over year<sup>1</sup> has fueled global data centers expansion, whose storage capacity is expected to reach 1.8 zettabytes in 2020<sup>2</sup>. These data centers demand the energy equivalent of 30 nuclear power plants<sup>3</sup>, so exponential data growth threatens to make a significant impact. For the average organization, a simple 2% acceleration past the current year over year data growth rate could mean storing an extra exabyte over the next 10 years—or an additional \$5.3 billion in storage spend for the typical large enterprise.

The expectation of today's IT organization is quintuple 9's in performance and resiliency, and at the same time, absolute prevention of information crisis or theft. With these demands, organizations are realizing that their current approach to data management is unsustainable and are looking to the cloud for help. But blindly moving data to the cloud can actually drive up costs and increase risks especially in relation to regulatory landscapes. Wherever that data lands, it will also consume some of the approximately 13% of the globe's total electricity that the world's data centers will grow to require by 2030<sup>4</sup>. As organizations fight these challenging trends, the stakes are growing higher than ever. Google provides one of the greenest, most renewable-energy powered cloud infrastructures available, and Veritas provides 360 data management for Google Cloud, so organizations don't just blindly move data and workloads to the cloud.

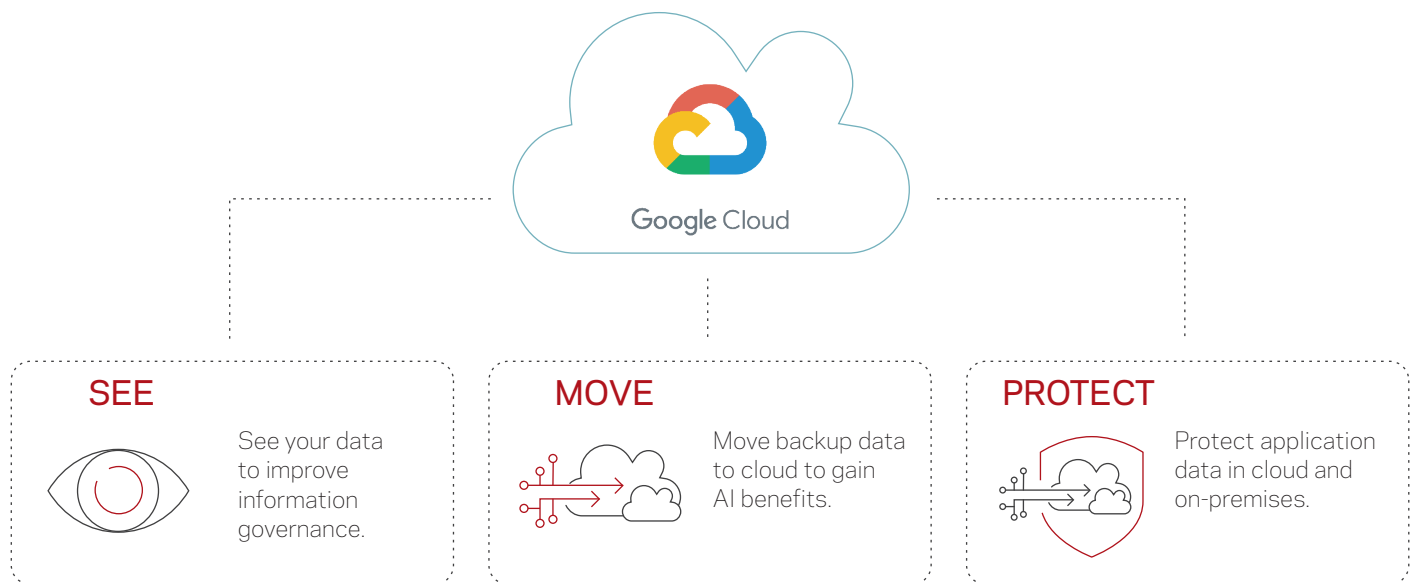


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## VERITAS 360 DATA MANAGEMENT FOR GOOGLE CLOUD

Veritas and Google have partnered to enable hybrid and multi-cloud realities that maximize the benefits of cloud infrastructures via transparent and optimized data and workload management. This collaboration delivers new management and governance capabilities in terms of visibility, mobility and protection that helps lower costs, mitigate risks, and helps reduce the impact on the environment from storing digital data.

- Ensure visibility and control across your hybrid-cloud environment.
- Reduce the impact on the environment from storing data through “green” practices that eliminate waste by policy and by choosing a conscientious cloud platform.
- Lower storage costs and modernize data protection with automated, policy-based snapshots in the cloud.
- Help prove compliance with business or regulatory requirements for preserving data and enable rapid eDiscovery.
- Meet Service Level Objectives with a seamless, reliable cloud infrastructure.



*See, Move and Protect: Proven Data Management for Google Cloud.*

## SEE YOUR DATA TO IMPROVE INFORMATION GOVERNANCE AND REDUCE CLOUD STORAGE COSTS

Data is the lifeblood of any organization and ensuring data governance regardless of location—whether on-premises or in the cloud, is a necessity to meet business and regulatory requirements, including the European Union’s General Data Protection Regulation (GDPR).

Step 1 is being able to see your data so you can eliminate redundant, obsolete, or trivial data (ROT) and illuminate dark data to reduce risks and future cloud storage costs. Step 2 is to classify and proactively manage it, keeping only what’s necessary, and making relevant data available for use, this could be to analytics applications, to address discovery requirements, or for other reasons.

- **Veritas™ Information Map** helps organizations ensure real-time visibility and compliance by providing a complete picture across their data landscape, including on-premises environments, Google Cloud storage, and a whole host of other data repositories and SaaS applications. Organizations can identify areas of risk, areas of value, and areas of waste across their environment.

- **Veritas Enterprise Vault™** includes **Veritas™ Enterprise Vault.cloud** help organizations ensure regulatory compliance for on-premises and SaaS-based applications by providing effective information retention, utilizing Google Cloud as an archive storage tier. The market share leader in on-premises enterprise information archiving, Enterprise Vault can also be deployed as a Google Cloud workload, self-administered or managed as a service. Businesses can efficiently take control of their unstructured data by gaining classification, retention, supervision and search capabilities.

## MOVE DATA TO CLOUD TO GAIN MODERN ARTIFICIAL INTELLIGENCE BENEFITS

For on-premises workloads, many organizations today are backing up data to tapes that then get shipped offsite. This doesn't make for an agile business—restoring from tapes that are physically stored someplace else can take days if not weeks. With the advent of cloud, organizations can now modernize their data center backups by eliminating legacy tape infrastructures and backing up data to clouds like Google Cloud while keeping a copy of data on-premises for faster recovery. The replacement of legacy tape infrastructures with Google Cloud has a key advantage—the ability to gain business insights from in-cloud data analytics with machine learning and artificial intelligence.

- **Veritas™ Flex Appliance** includes **Veritas™ NetBackup CloudCatalyst** and delivers enterprise-class data protection for hybrid cloud architectures and helps organizations achieve petabyte scale, 3X faster deduplication performance than today's alternatives<sup>5</sup> by removing duplicate copies of data being backed up to Google Cloud. As a result, customers can store data on Google Cloud at lower costs without making any physical changes to the networks.
- For small and medium businesses, the **Veritas™ Backup Exec** cloud connector offers a reliable and cost-effective solution for protecting data and workloads to and in the Google Cloud. Backup Exec is ready-to-install through the Google Cloud Marketplace allowing customers to benefit immediately from an inexpensive, easy-to-deploy, easy-to-operate solution to protect Google Cloud workloads.
- For inexpensive, long-term data retention on-premises, organizations can use the new **Veritas™ Access Appliance**, a simple, long-term, cost-effective solution that combines the Veritas Access software with pre-tested and optimized hardware in an easy-to-consume form factor. The Access Appliance integrates with NetBackup CloudCatalyst. This provides a consistent end-to-end long-term data retention and protection, additionally giving organizations classification along with global deduplication.

## PROTECT IN-CLOUD APPLICATION WORKLOADS AND DATA

For new cloud-native applications, new ways of data protection are required. Compared to streaming backup, cloud snapshots offer a preferred data protection alternative by eliminating costly and rigid backup architecture deployments with an agentless and application-consistent approach.

- **Veritas™ CloudPoint** makes managing Google Cloud snapshot backups easier than ever. CloudPoint automates and orchestrates snapshot schedules, policy creation, and cataloging to help eliminate tedious manual operations. Organizations have peace of mind knowing that backups are consistent and on-hand for quick recovery. With a consistent interface across cloud and data center storage, CloudPoint ensures a proactive and protected hybrid cloud data management strategy and is ready-to-install from the Google Cloud Marketplace.

## COMMITTED TO CLOUD

Veritas is trusted today to provide data management to organizations of all sizes, including 86 percent of global Fortune 500 companies. Google is a leading infrastructure-as-a-service (IaaS) provider. In combination, organizations can leverage their existing data center technologies to integrate Google Cloud resources as an extension of their IT strategy and accelerate the realization of their digital transformation initiatives.

By providing unique integration Veritas together with Google Cloud enables you to accelerate your own digital transformation—while leveraging your existing investments, and establishing a reliable foundation for the future.

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**Footnotes:**

- <sup>1</sup> Veritas, "Data Genomics Index" February 2016. <http://datagenomicsproject.org/data-genomics-report-2016.html>
- <sup>2</sup> Cisco, "Global Cloud Index: Forecast and Methodology, 2015-2020"  
<http://www.cisco.com/c/dam/en/us/solutions/collateral/service-provider/global-cloud-index-gci/white-paper-c11-738085.pdf>
- <sup>3</sup> Mark van Rijmenam, "How Big Data Centers Impact the Environment," April 2014  
<http://www.smartdatacollective.com/bigdatastartups/195561/how-big-data-centers-impact-environment-infographic>
- <sup>4</sup> Anders S. G. Andrae and Tomas Edler. On Global Electricity Usage of Communication Technology: Trends to 2030. 27 February 2015. Huawei Technologies Sweden.  
<http://www.mdpi.com/2078-1547/6/1/117/html>
- <sup>5</sup> Per internal Veritas benchmark testing
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## **ABOUT VERITAS TECHNOLOGIES LLC**

Veritas Technologies empowers businesses of all sizes to discover the truth in information—their most important digital asset. Using the Veritas platform, customers can accelerate their digital transformation and solve pressing IT and business challenges including multi-cloud data management, data protection, storage optimization, compliance readiness and workload portability—with no cloud vendor lock-in. Eighty-six percent of Fortune 500 companies rely on Veritas today to reveal data insights that drive competitive advantage. Learn more at [www.veritas.com](http://www.veritas.com) or follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

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