

# Extend Data Protection Across Azure and Microsoft 365 with Veritas NetBackup





## Enterprise Organizations Must Approach Data Protection Holistically

Seemingly each week the public hears a news story about an organization falling victim to a ransomware attack or data breach. While these risks have always been present for major IT organizations, the opportunities for data loss have grown increasingly complex and more multifaceted.

Events in 2020 brought dramatic shifts in the way we work, especially in regard to remote work and the needed flexibility to support geographically distributed employees. During an April 2020 quarterly earnings report, Microsoft CEO Satya Nadella highlighted that the IT world had undergone two years' worth of digital transformation in a mere two months.

The rise of digital transformation and rapid adoption of modern workplace technologies and the cloud have enabled greater flexibility but also introduced gaps that need to be covered.

As a result, business continuity strategies have become increasingly robust, often utilizing multiple layers to keep an organization's data safe.

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**37%**

of organizations were hit by ransomware in the last year<sup>1</sup>



Whether this means a more comprehensive data protection portfolio or better training for employees, many organizations are investing in solutions to keep their data safe, accessible, and recoverable in case of emergency.

However, despite the lengths that some organizations will go to increase the strength of their IT security, there is no guarantee that your data will remain accessible after a cyberattack. A truly holistic approach to data protection requires a full-spectrum, flexible, and highly scalable data backup and recovery solution for increasingly complex workloads, whether on-premises, in the cloud, hybrid, or SaaS.

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**54%**

of those hit by ransomware said their data was successfully encrypted<sup>2</sup>

**\$170,404**

average ransom paid by mid-size organizations<sup>3</sup>





## Ransomware Attacks are on the Rise

Beyond the scale, performance, and complexity of backing up enterprise data, a major challenge for many organizations is navigating the realities of cyberthreats, malicious actors, ransomware, and evolving data security risks.

According to Gartner, cybersecurity and regulatory compliance have become the two biggest corporate board concerns, with many companies adding a cybersecurity expert directly to the board.

With 2020 pushing organizations to adopt remote work policies and support remote workloads at a rapid pace, many businesses have unintentionally introduced gaps in their corporate firewall. Cybercriminals have taken notice, and as a result the number of known cyberattacks has dramatically increased.

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**230%**

increase in ransomware attacks in the past year<sup>4</sup>



Ransomware and accidental or malicious deletion are top of mind for many organizations as primary data protection risks. By the time these threats appear it may already be too late. While organizations can increase cybersecurity robustness and train employees to recognize potential attacks, enterprise organizations must take additional steps to protect their critical data or risk losing it all at a moment's notice.

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**32%**

of ransomware victims paid ransom to get data back<sup>5</sup>

**35%**

of data is not restored after paying ransom<sup>6</sup>

**\$1.85M**

average cost to remediate and recover from ransomware attacks<sup>7</sup>





## Complex Workloads and Infrastructures Mean Complex Backup and Restore

Enterprise organizations are often known for growing to massive scales, and this holds true for their data as well. As an enterprise organization continues to grow, its data grows even faster, requiring an immense storage solution, with even larger backup infrastructures needed. Beyond scale, enterprise organizations often rely on complex deployments with multiple point solutions, technology standards, data types, and data storage standards.

Due to this complexity, backup solutions must be highly flexible, with the ability to support many connectors and integrations across multiple technology stacks.

Greater scale and complexity bring increased costs, additional data protection requirements, and management needs that become overly complex and prohibitively expensive, whether on-premises, in the cloud, or in a hybrid model.

In addition, not all data and data sources are treated equally, from both performance and retention perspectives. Backup solutions must take these needs



into account and be able to deliver granular backups at scale and speed to ensure different data types can be tiered according to performance, cost, and business needs. Tiering data requires being able to identify data types and determine an appropriate backup strategy.

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**92%**

of enterprises have a multi-cloud strategy<sup>8</sup>

**82%**

of enterprises have a hybrid cloud strategy<sup>9</sup>





## Veritas NetBackup for your Azure Workloads

For Enterprise workloads, Veritas NetBackup is designed with flexibility, simplicity, and resiliency in mind. Veritas NetBackup supports any workload or architecture on Azure at any scale. Orchestration and management is made simpler through automated data discovery, protection, and recovery. With near-zero RPO and RTO, enterprise organizations can be confident that they have recent, highly granular backups that can be restored at a moment's notice.

NetBackup offers an opportunity to close the gaps in your ransomware resiliency strategy with an end-to-end protection solution. NetBackup ensures data integrity by monitoring your environment constantly and enabling rapid data recovery at scale with ease and speed.

Veritas NetBackup is designed with end-to-end deduplication, resiliency, migration, snapshot orchestration, and disaster recovery across every type of Azure deployment. Whether it's pure cloud, on-premises, hybrid, Azure Stack HCI, or anything in between, NetBackup is one solution that manages it all with simplicity.

NetBackup utilizes agentless backup for instant access and reliable, granular data recovery in the cloud that can scale alongside your virtual machine environment.

For those utilizing multi-cloud workloads, NetBackup can secure your data across 60+ public cloud storage targets with an automated, SLA-driven resiliency platform and deep integration with cloud services.

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**87%**

of the Fortune Global 500 choose NetBackup

**100**

exabytes of data currently protected by NetBackup<sup>10</sup>

**800+**

supported workloads<sup>11</sup>





# Leading convenience store network makes its foray into Microsoft Azure with Veritas NetBackup™.



## Challenge

In keeping with its corporate mission of continual innovation, BGF sought ways to improve the cost efficiencies of its data protection regimen.

## Solution

Recognizing the advantages of using elastic cloud storage for data backup and recovery, BGF deployed NetBackup™ to the Azure Cloud to improve storage efficiencies through on-premises deduplication.

## Results

BGF recommends that companies seeking to migrate their backup workloads to the cloud consider working with Veritas, stating, "Now, we are able to achieve cheaper and reliable disaster recovery for our secondary applications, which didn't have datacenter clustering, using Azure with NetBackup."

**BGF**retail

**80%**

reduction in storage requirements due to NetBackup deduplication

**20%**

reduction in storage costs since transitioning to Microsoft Azure



## The Leader in Enterprise Data Protection

Veritas has been bringing data protection and backup and recovery to the Fortune 500 for decades. As a leader in the field, Veritas has the tools and resources needed to provide world-class data protection for your organization. Every organization has its own unique needs and challenges, so please use our library of reference materials for more information on some of the most relevant data protection topics.

## Get Started

Whether you need to back up your Azure-based IT infrastructure, your SaaS applications and data, or corporate communications, Veritas has the breadth of solutions to ensure your business data remains safe and accessible. Talk to our experts today to begin planning for your data resiliency and business continuity.

<sup>1,2,3,4</sup> <https://secure2.sophos.com/en-us/medialibrary/pdfs/whitepaper/sophos-state-of-ransomware-2021-wp.pdf>

<sup>5</sup> <https://secure2.sophos.com/en-us/medialibrary/pdfs/whitepaper/sophos-state-of-ransomware-2021-wp.pdf> Page 5

<sup>6</sup> <https://secure2.sophos.com/en-us/medialibrary/pdfs/whitepaper/sophos-state-of-ransomware-2021-wp.pdf> Page 5

<sup>7</sup> <https://secure2.sophos.com/en-us/medialibrary/pdfs/whitepaper/sophos-state-of-ransomware-2021-wp.pdf> Page 5

<sup>8</sup> <https://www.flexera.com/blog/cloud/cloud-computing-trends-2021-state-of-the-cloud-report/> Page 7

<sup>9</sup> <https://www.flexera.com/blog/cloud/cloud-computing-trends-2021-state-of-the-cloud-report/> Page 7

<sup>10</sup> <https://www.veritas.com/protection/netbackup> Page 8

<sup>11</sup> <https://www.veritas.com/content/dam/Veritas/docs/data-sheets/netbackup-data-sheet-EN.pdf> Page 8

### About Veritas

Veritas Technologies is a global leader in data protection and availability. Over 80,000 customers—including 87 percent of the Fortune Global 500—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](http://www.veritas.com). Follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

## VERITAS™

2625 Augustine Drive  
Santa Clara, CA 95054  
+1 (866) 837 4827  
[veritas.com](http://veritas.com)

For global contact  
information visit:  
[veritas.com/company/contact](http://veritas.com/company/contact)