



Proactive, Predictable Resiliency for Amazon Web Services

IT'S A "CLOUD FIRST" WORLD

Cloud has been the next "big thing" in IT since virtualization, and given that it is now happening for organizations around the world, cloud has taken the technology world by storm. Businesses are accelerating their move to the cloud as a key element of their digital strategy, whether as a permanent base of operations or transitional target for their business services. A few years ago security in the cloud was a major concern for businesses, and more often than not QA or DevOps services found their home in the cloud initially. With public clouds extremely secure today, and with big CAPEX savings on offer, many organizations are accelerating cloud adoption even for their critical business services such as CRM/ERP systems and OLTP based applications.

While cloud has big benefits with the potential for high business returns in the short term, organizations need to stay agile and open to the possibility of cloud as just one strategic element within an independent business strategy. Business applications should be protected round-the-clock and ensure a strong return on investment regardless of where they are hosted. The key is to have flexibility to move business services on-demand to and from the cloud seamlessly or even across multiple, disparate clouds.

CLOUD ADOPTION DOESN'T NECESSARILY MEAN BUSINESS EFFICACY

Whether you are adopting clouds like Amazon Web Services (AWS) to permanently migrate business applications or as a temporary home for applications in case of a disaster recovery scenario, there are multiple factors you should take into consideration before making the move.

Cloud Migration: Migrating business workloads to the cloud can be tricky and complex due to multiple "moving parts". Business data needs to be secure during transfer from on-premises to cloud and organizations also need to take into account the dependencies within complex, multitier applications. Another potential roadblock is not having the ability to test migration or test how workloads perform in the cloud before switching off services in production data centers. If organizations don't test, they can potentially incur thousands if not millions of dollars in lost revenue if migration doesn't go smoothly or the applications don't work as expected in the cloud. The biggest risk however arises when an organization hasn't carefully thought out its long term cloud strategy. Today the move to cloud may be economical, but a few years down the line an organization may wish to move applications back to on premises or even to another cloud if their priorities change. If they don't have a failsafe for this, they may be harming their long term return on investment.

Cloud Disaster Recovery: Disaster recovery is essential, and whether organizations are adopting a cloud-based disaster recovery approach for their entire business operations or even just a part of it, the potential CAPEX savings can be tremendous. But it's essential to ensure that OPEX costs don't suddenly skyrocket. Organizations commonly employ application or workload resiliency measures to maintain business and application continuity. They could be managing resiliency operations across a hybrid cloud architecture which means resiliency personnel are not just managing legacy applications across on premises data centers, but now also need to be trained to manage resiliency across new cloud architectures. Using multiple tools across different sub-environments can lead to fragmentation, causing visibility and in turn management issues. This can lead to an increased risk of downtime. Another key aspect many organizations

fail to consider is whether their business has a reliable way to test their disaster recovery strategy. Some organizations rely on an 'all hands on deck' manual approach and typically test during the weekend hours, which is extremely inefficient and "old school".

THE VERITAS™ APPROACH: PROACTIVE, PREDICTABLE AND SIMPLE RESILIENCY WITH AWS

Despite complex application infrastructures, it's possible to ensure predictable resiliency for your business applications across AWS and hybrid cloud architectures. To do this, your business likely requires:

- A unified, automated approach that takes into account resiliency for applications across all locations – including cloud
- The ability to proactively test and re-test your migration strategy and disaster recovery preparedness with ease and whenever required, without disrupting normal business operations
- The flexibility to move your business applications to any target location including migrate or failback applications from cloud to on premises at a moment's notice

Veritas takes a unified approach to simplify business resiliency. The direct integration between Veritas Resiliency Platform and AWS lets you seamlessly extend your existing business architectures to the public cloud, and ensure maximum uptime by moving your business workloads seamlessly between on premises and cloud per business needs.

Resiliency Platform offers fully automated and orchestrated failover and failback for your workloads to and from AWS as part of a wide-area disaster recovery strategy. This can be used for either temporary or permanent consumption of AWS infrastructure. Because Resiliency Platform integrates directly onto Amazon Elastic Block Storage (Amazon EBS) and Amazon Simple Storage Service (Amazon S3), recovery of assets to AWS is quicker, especially for IO intensive applications. Other products that integrate into Amazon S3 storage alone are required to convert from Amazon S3 to Amazon EBS, as Amazon S3 cannot be attached to an Amazon EC2 instance. Resiliency Platform additionally automates migration and recovery testing so you can test or rehearse migration and recovery operations before run time via non-disruptive rehearsal procedures that include automated clean up. This allows you to dramatically increase your disaster recovery readiness posture and lower both the risk and impact of unplanned downtime.

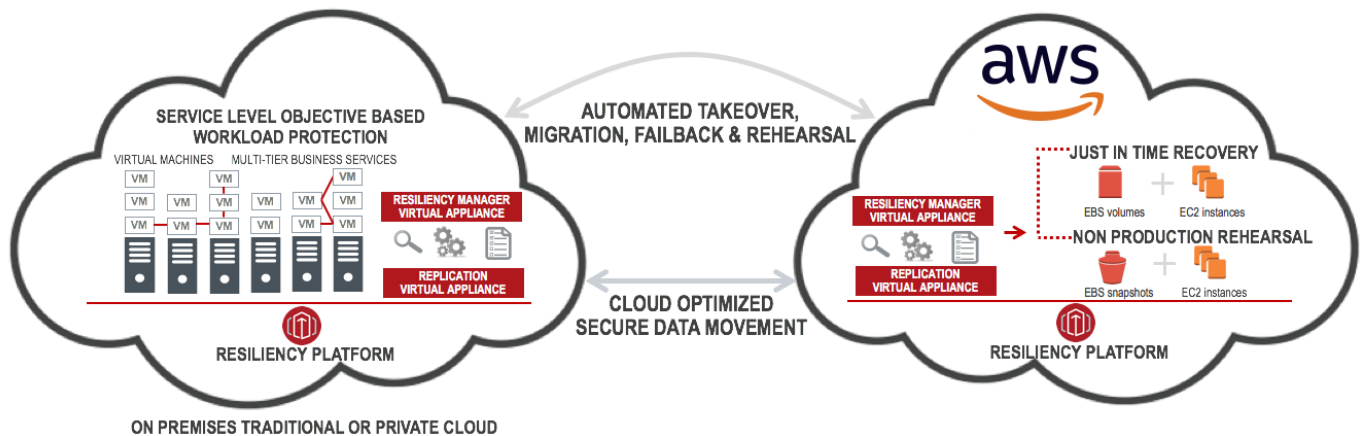


Figure: Simple, Predictable, Automated Resiliency for Amazon Web Services

SEAMLESS MIGRATION FOR COMPLEX, TIERED APPLICATIONS BETWEEN ON PREMISES AND AWS

Your business applications shouldn't be tied down to just one location. You should be able to move applications and data simply and anywhere you want, per your business and budgetary needs- whether it is to the cloud, or even back to an on premises location.

With Resiliency Platform you can seamlessly move even the most complex workloads between on premises and cloud with a single click and migrate workloads including IO intensive applications to AWS rapidly with direct integration into Amazon EBS. You can also ensure your business stays agile and flexible with the option to failback services back to on-premises as required.

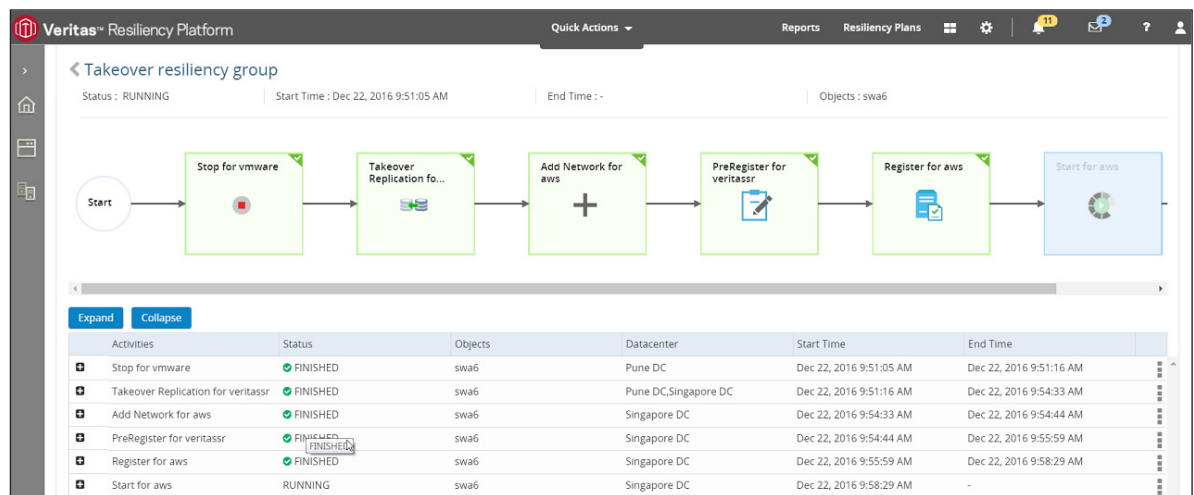


Figure: Seamless migration for workloads from on premises to AWS with the click of a button.

FASTER RECOVERY TO AWS WITH DIRECT INTEGRATION INTO AWS EBS

Using “one off” point tools for cloud-based disaster recovery may negatively impact your recovery objectives. Adopting the cloud to minimize data center costs doesn’t mean you should compromise on the recovery objectives you are used to on premises. It is essential to ensure an achievable recovery posture where your critical business applications consistently meet defined business recovery time objectives (RTOs) and recovery point objectives (RPOs).

Resiliency Platform lets you recover your critical workloads or even your entire site to AWS your way – with a single click or with

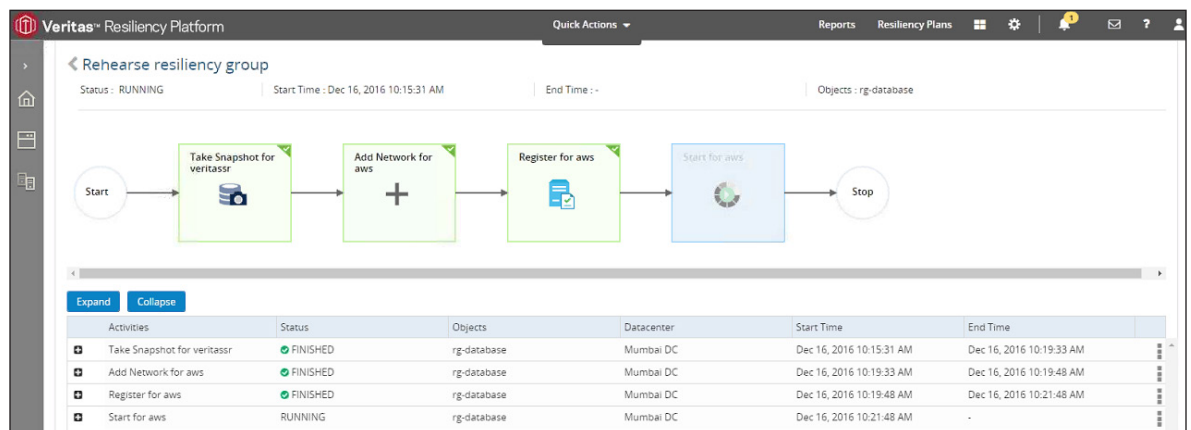


Figure: Test recovery preparedness non-disruptively and with a single click

controlled recovery options. You can also orchestrate seamless recoveries for complex, tiered workloads to AWS ensuring that all application dependencies are honored. Ensuring proactive recovery readiness with Resiliency Platform is simple, with fully automated and non-disruptive recovery rehearsals that can be run at any time without affecting your running production environments, and without necessitating an ‘all hands on deck’ scenario.

The Veritas solution provides testing for recovery and migration to AWS with automated clean-up and detailed reporting so your business can prove compliance to any internal or external business continuity mandate.

EXTEND ON-PREMISES RESILIENCY TO AWS WITH A UNIFIED HYBRID CLOUD STRATEGY

Don’t let your current on-premises workload and application resiliency strategy keep you from moving to the cloud. Confidently expand from on-premises to hybrid cloud architectures with a resiliency plan that scales easily and cost-effectively as you innovate, while ensuring your application environments don’t get fragmented.

With Resiliency Platform you can easily adopt AWS with a resiliency strategy that cost-effectively scales from on-premises to cloud so you aren't using multiple point tools across different parts of your environment. This saves on OPEX costs because you get a single resiliency solution spanning on-premises, legacy environments, and cloud. This avoids environment fragmentation and in turn increases visibility and most importantly minimizes risk of downtime. You get real-time and historical service level objective monitoring and reporting across your hybrid environment along with single-pane-of-glass visibility so you stay informed on your business IT health. And your IT team only needs to be trained on a single, easy to use unified resiliency platform interface.

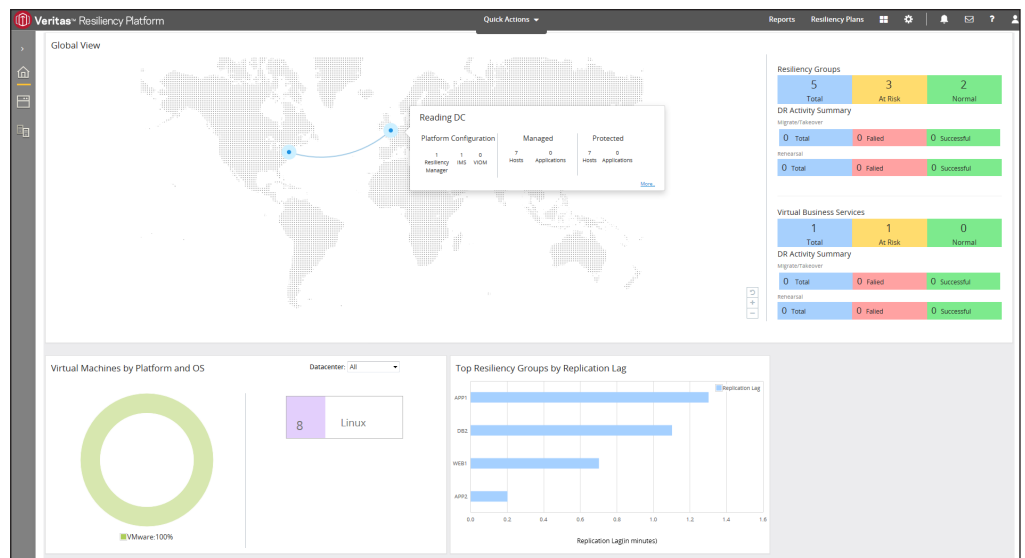


Figure: Single web-based dashboard for easy business health visibility across on premises and cloud

PROACTIVE, PREDICTABLE RESILIENCY MADE SIMPLE IS KEY TO ACHIEVING 360 DATA MANAGEMENT WITH AWS

Organizations today require enterprise and cloud data management solutions that will reliably protect the right data, help ensure resiliency and on-demand access from anywhere, and reduce the risks and costs of storing their ever-increasing amounts of data throughout the globe. The 'always on' nature of digital business also demands the removal of artificial barriers between these frequently siloed capabilities to reduce complexity, streamline operations, and benefit from insights and synergies that otherwise are not achievable.

Resiliency Platform's direct integration with AWS allows you to achieve a cloud-enhanced digital IT strategy confidently and cost-effectively without compromising on what's critical to your business success – maximized business uptime via proactive and predictable hybrid cloud business resiliency.

By providing unique integration and support with the AWS cloud to deliver global data visibility, unified data protection, simple workload migration, orchestrated disaster recovery, and optimized application performance, Veritas enables you to accelerate your own digital transformation—while leveraging your existing investments to establish a reliable foundation for the future.

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 or follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

Veritas Technologies LLC
500 East Middlefield Road
Mountain View, CA 94043 USA
+1 (866) 837 4827
veritas.com

For specific country offices and contact numbers, please visit our website.
www.veritas.com/about/contact

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