Managing Healthcare Data

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2016 reminded me of the movie Groundhog Day when Phil the weather man finds himself reliving the same day over again. Yes, I’m exaggerating a bit for the sake of drama but in all seriousness the Healthcare customers I gladly served were experiencing identical issues. Those issues were incredible “Data Growth”, “Ransomware”, and pressure for “Always On Services”. Using our 360 Data Management Platform Veritas was able to provide comprehensive solutions for our customers that focus on Data Insight, effective Data Protection, & heterogeneous Service Availability.

Insight...Visibility, Action, & Control
Healthcare’s goal is patient care and in order to meet this goal Healthcare IT is essential. EHRs, PACS, & Telemedicine are a few of the technologies that healthcare relies on. These technologies are critical. Unstructured data growth in healthcare is no different than any other industry. It is and will continue to be a thorn in their sides. Countless studies discuss the quantitative and qualitative impacts of data growth. The IDC 2014 study for example predicts overall data reaching 44ZB in 2020. That seemed impossible but interacting with my customers and seeing their pain is made me a believer. The default response is to continue buying expensive Tier 1 storage to house it, back it up, & ignore the fact that more data means more risk. There is a better way. Give our customers Insight into their data. By providing visibility, action, & control over unstructured data our customers go from defense to offense. Visibility means knowing how much data exists, who owns it, where is it, last time access or modified time, & how often? We then give the ability to take Action which can be archiving to lower cost storage including cloud or it could be defensible deletion of data that no longer provides value. By making Visibility and Action repeatable and automated our customers gain the much-needed Control. The byproduct is lessening the burden of Protection & Availability.

Protection...Secure, Scalable, & Performant
Ransomware has increasingly plagued the healthcare industry over the years and is not slowing down. 2016 is riddled with examples of hospitals being crippled. Every conversation I had with my customers included concerns of ransomware. While Veritas is not a security company, effective data protection is essential to recovering from ransomware. There is one conversation I remember vividly. The meeting was about expanding our backup and recovery (BnR) SW/HW footprint as well as security of backup data itself. This meeting included the CISO and his staff. Little did I know this was the first of many conversations I would have with both the backup and security teams. I was told of an incident about an organizations BnR data being affected by ransomware. They didn’t want this to happen to them and needed guidance. Many of the Veritas customers are aware of the scalability and performance of our BnR appliances but not that our appliances were designed with security as well. Symantec Data Center Security is native to our BnR hardware and allows for Intrusion Prevention, Intrusion Detection, & File System modification prevention. The end result is a data protection solution that scales to protect the largest

and most complex environments, it’s also 4x faster than our closest competitor for virtual machine protection, but also has the ability to secure the backup data that is houses from malware attacks.

**Service Availability...Simplicity, Automation, & Predictability**

In the awesome movie, Willy Wonka and the Chocolate Factory, Veruca Salt sang the song “I Want It Now”. That song reminds me of the mindset of today’s consumer. They want it...and they want it now. and if they can't have it they will tell the world about it. This along with healthcare regulation giving the consumer the right to know has added more pressure for providers to maintain an increased quantity of Always On services. This directly correlates to a Service Continuity and Disaster Recovery (SC/DR) strategy. The modern data center is heterogeneous therefore making it a difficult task to accomplish. Veritas has been the trusted standard for SC/DR for 86% of the Global Fortune 500 for almost two decades. We are meticulously focused on providing Simplicity, Automation, & Predictability around SC/DR. We are able to Simplify by supporting heterogeneous environments via the same solution. That means no matter if you have Linux, Windows, and/or Unix physical & virtual servers with any of the top storage arrays Veritas Availability e.g. Veritas Resiliency Platform (VRP) could orchestrate fail over to another data center or cloud (Intel only) destination. MSFoC or RHEC can’t do that. Most services accessible to consumers consist of varied combinations of the technologies I listed above e.g. EHR. The orchestration takes place effectively and efficiently by Automating the most complex workflows that if done manually are extremely time consuming and error prone. Also, can you guarantee the person(s) who know the workflows will be available when disaster strikes? No, you can’t. The more automated a process is the greater chance of success. But none of this matters if you can’t test your SC/DR strategy. Most organizations don’t test because it would mean affecting production. We give you the ability to perform non-disruptive testing that allows you to gain greater Predictability of success when an event occurs.

Our portfolio of capabilities has been proven in the most demanding, complex environments. We are privileged to support 86% of the Fortune 500 and have done so for years. Our 360 Data Management Platform that provides Insight, Protection, and Availability allow our customers to accomplish some very important things. They’re able to reduce the risks, costs, & burden of storing their ever-increasing amounts of data. We give them the ability to reliably protect the right data as well as secure what has been protected. As well as provide Always On access for their most critical service/applications. For more information go to [www.veritas.com](http://www.veritas.com).

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