Today, IT enterprises are undergoing a digital transformation as part of their hybrid cloud strategy. The cost and complexity of managing fragmented point products without adopting a unified data protection strategy can often lead to disaster. In a recent ESG study, 320 IT professionals were asked to characterize their organizations’ biggest challenges with current data protection processes and technologies. Although 34 percent of respondents listed cost as their top challenge, they also said protecting public cloud and virtual environments, managing multiple data protection solutions and the lack of disaster recovery (DR) plans were among their major challenges.

If organizations choose to simplify and automate DR in the cloud, ensuring backup data is optimized while in transit to the cloud and enabling quick recovery of data from the cloud are both vital to their success. And data protection for hybrid cloud environments can pose a variety of challenges ranging from containing total cost of ownership (TCO) to ensuring regulatory compliance. In general, most organizations are wrestling with how to reduce cost and complexity, manage business risks and prepare for the technologies of the future.

**REDUCE COST AND COMPLEXITY**

How do you drive down operational costs in your data center? Managing separate components from different vendors not only creates complexity, but it increases operational costs. Excess components in the data center also require extra space, power and cooling, further boosting OpEx. Plus, the inability to integrate existing technologies with third-party components and new cloud workloads can derail efforts to increase operational efficiencies.

**MANAGE BUSINESS RISKS**

Have you calculated your business risks recently? Today’s risks take many forms, including everything from natural disasters to security lapses or actual attacks. For example, manual processes can create vulnerabilities in your IT environment due to human error. If you routinely miss RPOs and RTOs, your organization could face unmet service-level agreements (SLAs) and possibly disgruntled customers. And don’t forget to add preparing for malicious attacks to your data protection strategy.

**PREPARE FOR THE FUTURE**

Are you prepared to adopt a hybrid cloud model? Have you created an intelligent data protection strategy to support your new plan? That strategy should include a migration path to securely back up your steadily growing amounts of data to the cloud. Wherever possible, simplify your IT processes with automated, efficient backups and recovery along with self-service. In fact, if you’re spending all your time maintaining your current environment, you won’t be able to prepare to adopt the new cloud and virtualization technologies of the future.
PROTECT YOUR ENTERPRISE FROM THE UNFORESEEN

When you need to reduce the risk of transferring petabytes of data to the cloud, maximizing backup and recovery success, turn to the Veritas NetBackup™ software platform for end-to-end data management. Veritas offers NetBackup CloudCatalyst, a deduplication technology that enables customers to drive down operational costs with automated DR for hybrid cloud environments. It provides uniquely powerful deduplication in the data center and extends the data to the cloud in its deduplicated format without rehydration or staging. Eliminate the cost and complexity of point products while keeping your data secure, compliant and available—no matter where it lives. That means you can ensure rapid recovery of business-critical data across hybrid physical, virtual and multi-cloud environments while scaling to any size workload. With NetBackup, you can:

- **Reduce management overhead and the resources required** for cloud backups, deployments, upgrades and daily operation.
- **Lower the cost of backup and DR** by leveraging the cloud as a target for DR using NetBackup images.
- **Increase operational efficiencies** by integrating with vRealize, ServiceNow and other platforms through the API.
- **Improve accountability and proactively strengthen security** to enable compliance and governance with role-based access - and storage, an external certificate authority, two-factor authentication, proactive smart metering licensing models and Dynamic NAT.
- **Minimize and mitigate risks** from natural disasters, malicious attacks and operational failures.
- **Accelerate your adoption of AWS cloud** (backup to the cloud, archive to the cloud, DR to the cloud, DR in the cloud) and new virtualization technologies (Docker containers, Red Hat Virtualization, OpenStack, fully agentless VMware).
- **Transfer petabytes of data to the cloud** with AWS Snowball or Microsoft Azure.
- **Maximize availability** with full support for Microsoft SQL AG.

**WHY VERITAS FOR MULTI-CLOUD ENVIRONMENTS?**

Veritas is trusted today to provide enterprise data management to organizations of all sizes, including 97 percent of global Fortune 100 companies. The Veritas NetBackup 8.2 unified data protection platform protects your enterprise from the unforeseen. It is a software-based, vendor-agnostic platform that is uniquely focused on the value of information rather than the underlying environment. Organizations today need to manage data as a critical asset and need to ensure rapid recovery of critical data during catastrophic events such as lost files, security attacks or unexpected business disruptions. As the #1 in data protection with the most exabytes under management, NetBackup can protect any size workload at scale at petabyte-level capacity, eliminating the need for disjointed point products. NetBackup helps ensure resiliency and on-demand access from anywhere and reduces the risks and costs of storing ever-increasing amounts of data throughout the globe.
The 'always on' nature of digital business also demands the removal of artificial barriers between frequently siloed capabilities to reduce complexity, streamline operations and deliver benefits from synergies that otherwise aren't achievable. By providing deep integrations with freedom of choice from an extensive list of leading cloud service providers, Veritas lets you accelerate your digital transformation with all the advantages of unified enterprise data protection. The result is seamless, automated data lifecycle management and governance that protects your data and applications in the data center, virtually and in the cloud.

For more information, visit https://www.veritas.com/product/backup-and-recovery/netbackup-8