

The 2020 Veritas Cloud Solutions Brief

Cloud Solutions Marketing

VERITAS™

KEEPING IT BRIEF

It's the (new) Roaring Twenties in the world of tech, and let's face it, no one has time for a brief full of buzzwords or fluff. Chances are you're on the cloud today or moving to the cloud tomorrow. The goal: cut costs and save time while boosting efficiencies. Veritas is all about that. We're also about making it as easy as possible, helping you check and correct your course for effective, efficient cloud adoption and maintenance.

MATCH THE ELASTICITY OF THE INDUSTRY

Inside our own software development and IT teams we've seen tremendous gains by adopting and hybridizing on numerous cloud platforms. Operating in a fully realized hybrid model on the right platform for the right workload has been nothing short of a game changer. With a hybrid approach, we can evolve and grow with agility.

This adoption has played a part in defining our approach to development and what we provide our customers. Last year, Veritas launched the Enterprise Data Services Platform (EDSP), a foundational solution delivering availability, protection and insights regardless of infrastructure, operating model or workload. Our EDSP focuses on the data driving your organization, putting it to work to achieve digital Zen through the automation of IT processes, so administrators can focus on business-building efforts instead of repetitious tasks.

IT STARTS WITH PROTECTION

Backup has become a four-letter word in our industry, and we know it. It's a required, often burdensome task that is likely the opposite of what your IT department considers cutting-edge technology. This "abandon backup" mentality was especially evident in our [Truth in Cloud 2019](#)¹ research. Data showed over 86 percent of cloud administrators and architects believe backup in the cloud is the infrastructure provider's responsibility.

We share this statistic often because it's terrifying. Of the 1,600+ IT respondents interviewed across the globe, over 1,200 of them falsely believe they are in a safe and recoverable state in their cloud adoption. The truth is backup in the cloud is no different than it was on-premises. It's mandatory, but it doesn't have to be painful.

With the release of our Enterprise Data Services Platform we amped up the way we handle backup. The foundation of EDSP, Veritas NetBackup™ 8.2, hosts a new, robust set of integrations and a user's choice for operation. Tired of user interfaces? We hear you. Embrace automation, managing NetBackup operations in the cloud. It's just as easy as managing them in the data center using our powerful API and easy-to-model Swagger documentation.

And for the traditionalist, everything can be protected with a single policy in the latest NetBackup web interface. This single policy includes on-premises workloads, making expansion anywhere as easy as three clicks in most cases. Whether you take a fully native or hybrid approach, EDSP lets you focus elsewhere, expending less time in routine data protection processes (see Figure 1).

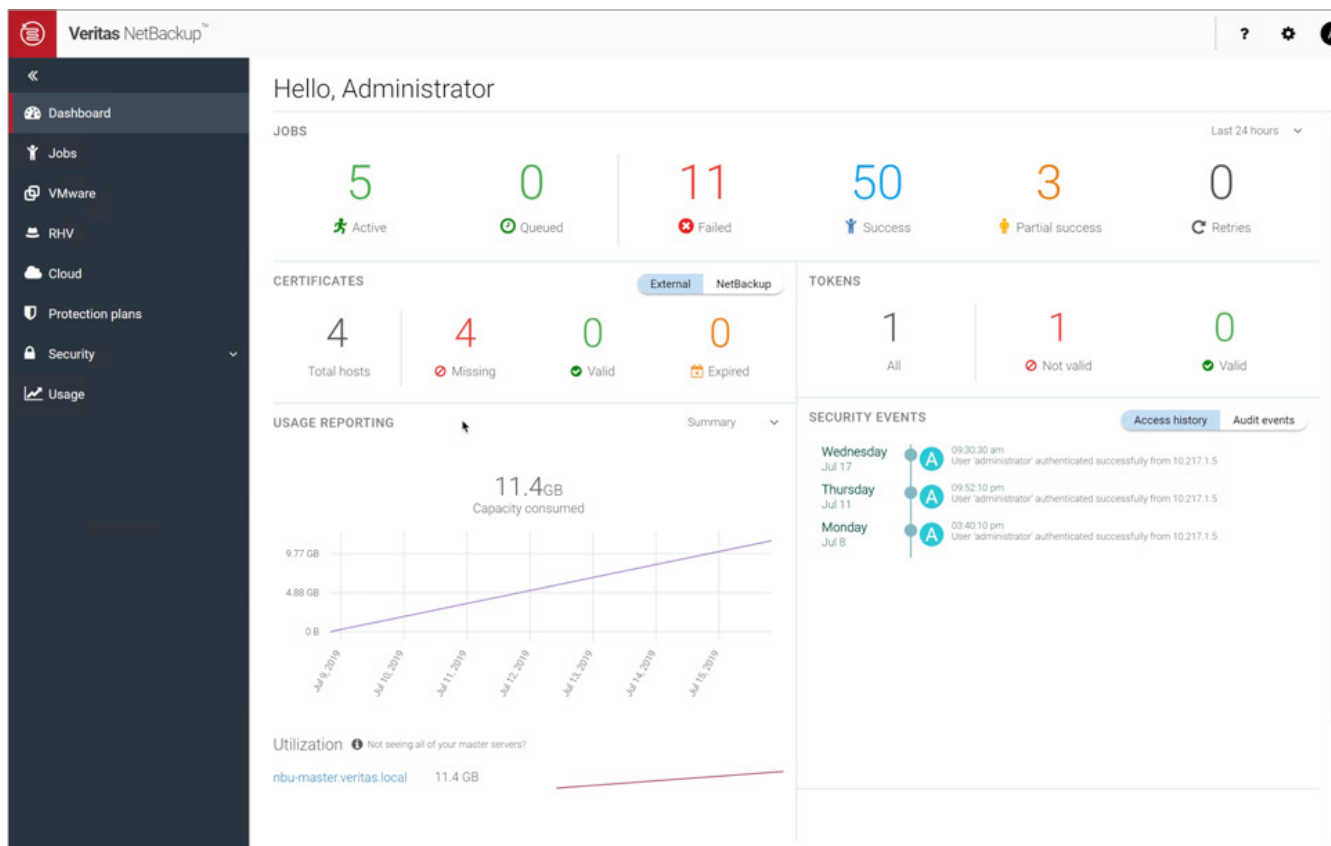


Figure 1. The NetBackup dashboard provides an overview of your entire environment.

CONFIDENTLY TAKE ON OUR IT FUTURE

Perhaps you're still testing the cloud and have a heavy on-premises footprint with a notable tape dependency. We solve for that, too. It's no secret the industry has been storing an unforgivable amount of information on cellophane strands—a mountainous horde on top of which rests a fire-breathing dragon. (Okay, we embellished the last part, but the point stands—we're maintaining a lot of tape.) Together with our numerous cloud partners, we've built a cheaper, greener approach to that mountain of tape.

NetBackup: Achieve more with less

Through an innovative storage optimization system—NetBackup deduplication capabilities—we can greatly reduce the size needed to back up large amounts of information, often achieving more than a 90 percent reduction. For years, administrators have maximized on-premises disk arrays with deduplication, but moving that data to the cloud in a recoverable format wasn't easy. Part of our effort was to build a conversion engine to convert compressed on-premises data to something that could feed into any compatible cloud storage while maintaining readability and the ability for rapid recovery.

CloudCatalyst: Cut costs in conversion

This goal is exactly what we accomplished with Veritas CloudCatalyst: unlocking media server functionality that acts as the go-between and conversion engine for on-premises and cloud-based storage. With CloudCatalyst, you can effortlessly ship backup data to the cloud in an affordable and highly portable data format that can be recovered to anywhere (including cloud native locations). For anyone seemingly stuck buying traditional storage media and dealing with the associated budgetary issues, this solution is a win.

CloudPoint: Snapshot management in a snap

As we said before, backup still matters, and this is especially true in today's hybrid and multi-cloud world. Enter Veritas CloudPoint. With CloudPoint on NetBackup, we make cloud backup across clouds as effortless as possible, leveraging the native cloud capabilities of service providers to your benefit. You can deploy CloudPoint from the AWS and Azure Marketplaces and be up and running in about 15 minutes or less, gaining the ability to capture rapid snapshots of multi-cloud environments from a single Docker container that can run anywhere. The results are easy to manage under a single policy, automated and orchestrated through the intuitive CloudPoint dashboard.

SaaS Backup: Simple setup, limitless file-level restorability

Veritas SaaS Backup protects customers from the empty recycle bin, accounting for the limited time data will be stored by services like Google Apps and Office 365. If someone in your organization accidentally deletes a file, it can be recovered without fail—we keep a record of files in perpetuity. And it's one of the easiest solutions in the Veritas portfolio to set up and use. Our blazing-fast three-step setup requires only a username and service account login to the SaaS application you're looking to protect. This ready setup is coupled with a range of powerful restore capabilities presented in a user-friendly UI. When it comes to restoring with SaaS Backup, you can get granular—down to the attachment in an email—and finding files takes mere seconds with our built-in search feature. As far as cost savings, the solution is completely hosted on our end, so SaaS Backup users no longer have to set up an application or hardware.

MAKING IT AVAILABLE

It doesn't matter if you're a multinational bank or a ten-person startup, keeping a business online is crucial to pleasing customers and stakeholders. Hosted infrastructure providers can help flatten the bumps in traditional data centers when it comes to offering region-to-region failovers and compute elasticity, but don't resolutely solve for availability. Every major cloud provider still faces regional outages. And if you have connections or are operating in that region, it can be a painful process to return to a green state reliant on the bounds of an infrastructure provider.

Veritas Resiliency Platform: Moving and shaking up migration standards

When it comes to moving a large quantity of resources—applications, physical servers or virtual machines—Veritas Resiliency Platform can handle even the most complex setups while paying attention to custom runbooks or orchestration requirements (see Figure 2). Using efficient replication technology alongside our robust set of automation tools, Resiliency Platform lets administrators create comprehensive, fully automated, end-to-end data center disaster recovery and migration plans. In addition to tying into the most complex environments, Resiliency Platform supports replication technologies across the entire Veritas suite and many third-party data movers.

Pairing Resiliency Platform with a cloud target can deliver serious data center savings, automatically converting from source to target like VMware to Amazon Web Services (AWS) while maintaining target resources in storage, so compute resources are only billed at the time of migration or recovery.

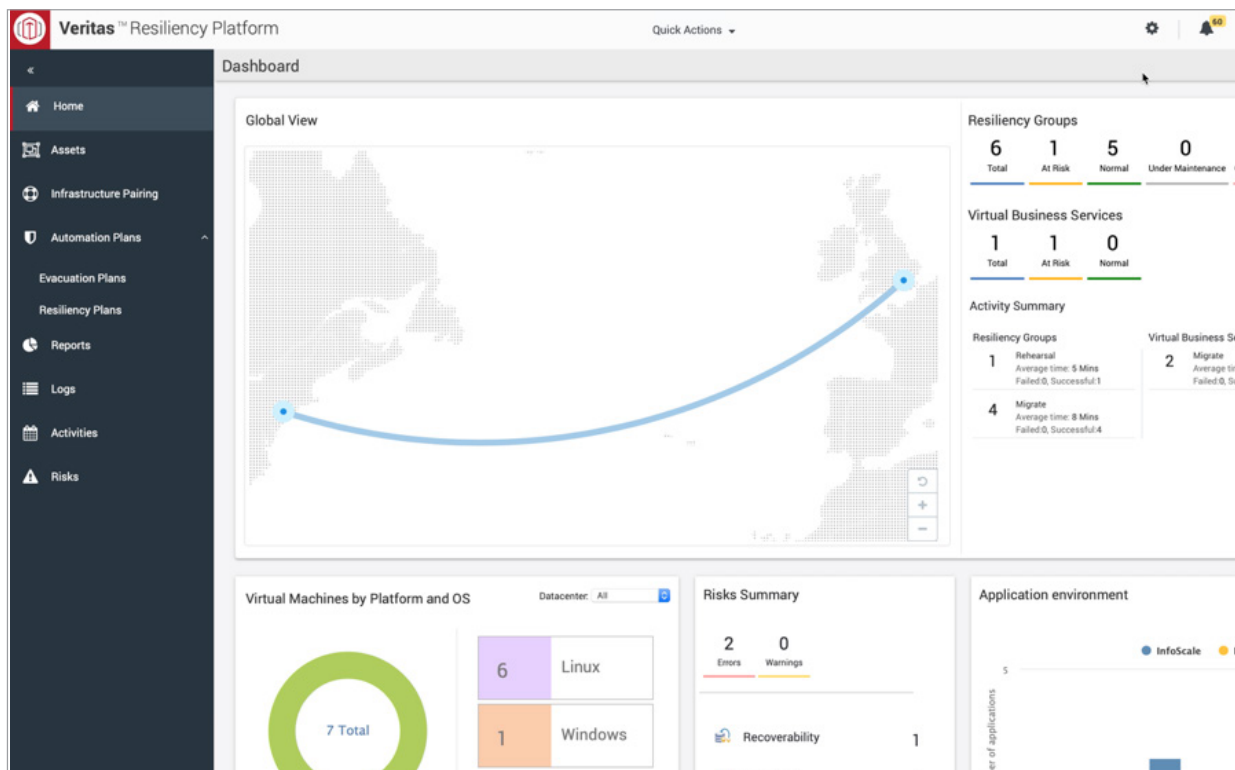


Figure 2. Administrators can easily manage complex environments from the Resiliency Platform dashboard.

InfoScale: Right-size your resources

With Veritas InfoScale™, we provide the bridge between cloud service provider capabilities and your business's needs, ensuring uptime and right-sized resource allotment for physical and cloud (and everything in between). InfoScale integrates with existing applications, infrastructure and storage to provide customized clustering and failover through asynchronous and synchronous replication. It allows for granular policy creation for automatic failover, complete data center-to-cloud management or complete region-to-region automatic failover, so if your business experiences an outage in one location, it can recover almost immediately in another—never missing a transaction.

Once you set it up, you can monitor and manage InfoScale through our Resiliency Platform, giving you near-instant automatic failover for mission-critical apps alongside orchestrated control of your entire hybrid data center.

BETTER INSIGHTS, SMARTER DATA MANAGEMENT

Today, smart data management can mean the difference between right-sized infrastructure and a wrong-sized bill. With full awareness and understanding of all your organization's data and supporting infrastructure, you take control. Insights help IT administrators calibrate business needs to cloud service provider capabilities, so your data is managed and protected effectively, efficiently and intelligently.

APTARE IT Analytics: Aligned and optimized infrastructure

Enter Veritas APTARE IT Analytics™, our answer to the questions that are top of mind for those with an eye on service alignment, optimization and the resulting spend. APTARE provides a single-pane view into an organization's whole infrastructure (see Figure 3). With APTARE, you can gain clarity, including a comprehensive understanding of where resources are allocated in terms of storage and workloads—all delivered through an intuitive dashboard designed to ease the experience of data management. Really. In an instant, you're able to understand resource inefficiencies and how best to address them as well as what is and is not protected along the way. Cutting costs and saving time is smart—with APTARE, we make it even smarter.

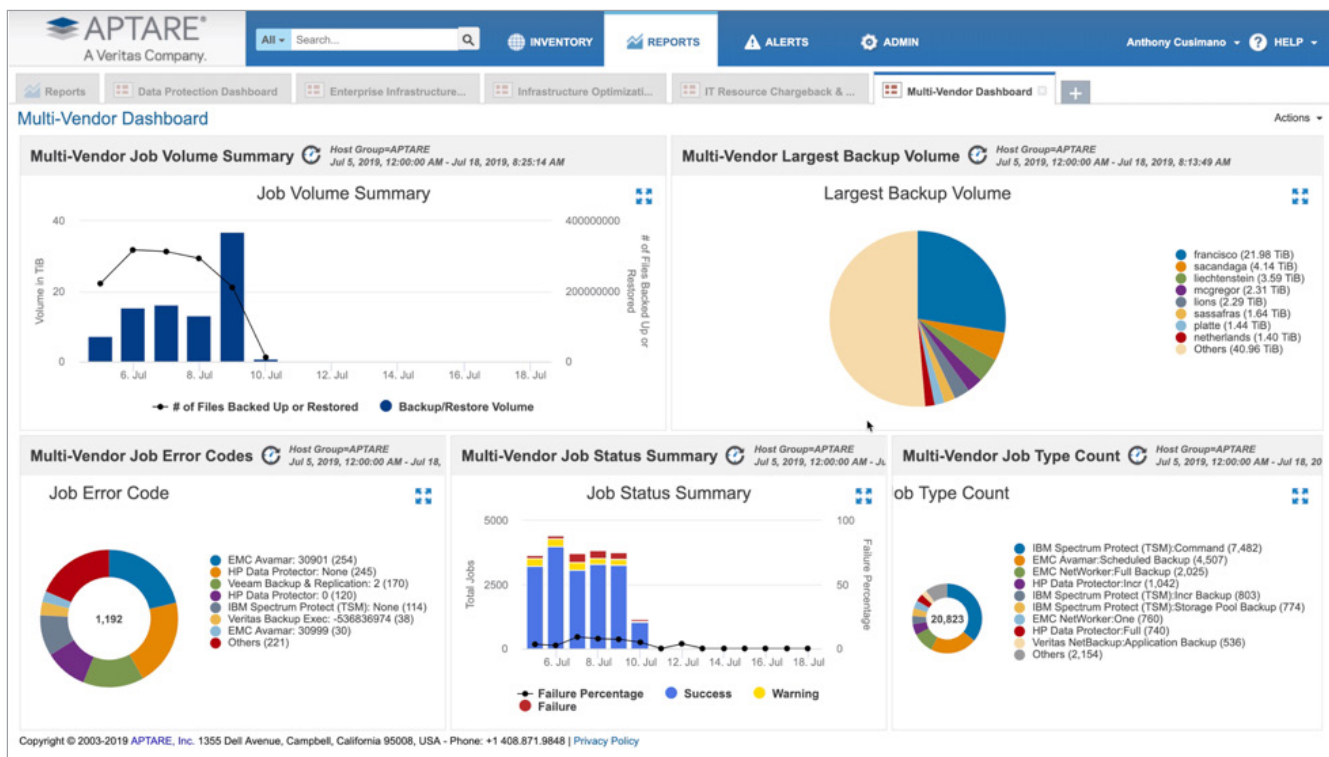


Figure 3. From the APTARE dashboard, you can gain insights into your complete infrastructure.

Information Studio: Awareness meets action

Adding to our awareness-boosting arsenal, we've got Veritas Information Studio. With Information Studio, you can visualize data through the NetBackup catalog (plus 25 diverse data sources) and then act on that data in the interest of regulatory compliance. Information Studio makes data targeting a breeze, and you can even apply metadata to data to create a clearer picture of what you have and where it resides in your organization's infrastructure. And with one-click application of 118 policies and 716 patterns for matching, confirming compliance across the business has never been easier—or smarter.

YOUR BUSINESS NEEDS, OUR BUSINESS GOALS

Over the last 30+ years (but who's counting?) we've helped customers confidently integrate oncoming data management technologies. We know true innovation requires time and effort but moving swiftly is also important. Moore's Law is not slowing down anytime soon, and current advances in cloud computing and storage are proof.

Stepping into our shared IT future, we remain committed to providing solutions with benefits beyond data management and protection. Today we do so via the Veritas Enterprise Data Services Platform. With the Enterprise Data Services Platform, your organization can pursue cloud confidently, knowing your data is intact, regulated and resilient—no matter the model or where data resides.

Interested in learning more? We got you. Command confidence in the cloud at [veritas.com/cloud](https://www.veritas.com/cloud).

1. <https://www.veritas.com/solution/cloud/research>

ABOUT VERITAS

Veritas Technologies is a global leader in data protection and availability. Over 50,000 enterprises—including 99 of the Fortune 100—rely on us to abstract IT complexity and simplify data management. 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 supports more than 500 data sources and over 150 storage targets, including 60 clouds. Learn more at www.veritas.com. Follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

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