



Drive digital transformation with a unified data management approach.

NEW IMPERATIVES IN A DIGITAL WORLD.

Across every industry, businesses of all sizes are moving to digital transformation. To keep pace with disruptive competitors, they are embracing new technologies and innovative business models.

Some of the key technologies driving these new imperatives include:

Cloud computing: Organizations are extending beyond traditional on-premises infrastructures and adopting cloud infrastructure and services. A rich variety of services and platforms are available, offering rapid provisioning, superior agility and convenient pay-as-you-go pricing models. As cloud rapidly gains acceptance, multi-cloud environments—where IT manages relationships with numerous cloud infrastructure and service providers—are becoming commonplace.

Next-generation workloads and environments: Many organizations are finding value in modernizing their environments with a software-defined hyperconverged infrastructure (HCI) across compute, storage, network and security. This virtualized architecture is more flexible, because it's hardware independent; more agile because it's highly programmable; and more cost-effective because it is based on commodity hardware that can be scaled rapidly.

Businesses are also increasingly managing an expanding set of open source and scale-out workloads. These modern, next-

generation workloads are fast becoming the primary engines for driving the transformation to the digital enterprise. They are fueled by the exponential growth in the amount of unstructured data they need to consume and analyze.

To take advantage of this data, organizations of all sizes are using big data to better understand customer dynamics, unlock predictive analytics and realize new revenue streams. Big data workloads running on open source frameworks such as Hadoop are driving new insights and real competitive advantages.



20%

According to Gartner, by 2020, 20 percent of business-critical applications currently deployed on three-tier IT infrastructure will transition to a hyperconverged infrastructure.¹

Six of the top 10 databases globally are open source databases and many organizations now run big data applications every day looking for that competitive edge.²



Data analytics: As the Internet of Things (IoT) continues to mature, organizations have access to more data than ever, and business intelligence and big data analytics are fundamental to digital transformation initiatives. These analytics provide insights into customer behavior and preferences, so they can better understand, serve, and sell to their clients. This allows businesses to better understand their customers—so they can sell more and serve them better.

DevOps: Digital businesses need faster development to quickly meet changing demands and to take advantage of new opportunities. DevOps and Bimodal IT allow mission-critical “mode 1” applications to coexist alongside rapidly developed “mode 2” applications that are still maturing. The result is a technology platform that is both stable yet nimble.

COMPLEXITY IS SLOWING DOWN TRANSFORMATION.

Organizations have committed to digital transformation, and they are eager to move forward to keep pace with competitors or pull ahead of them.

Despite the push toward digital transformation, most organizations are contending with infrastructure and process issues that are slowing their progress. As businesses grow and evolve, their infrastructures

IDC forecasts that by 2020, 60 percent of organizations will have articulated a digital transformation (DX) strategy and will be in the process of implementing it.³

A donut chart with a red border and a grey fill. The number '19.7%' is written in the center in a bold, black font. The chart is partially filled with red, representing the 19.7% mentioned in the text.

19.7%

According to IDC, only 19.7 percent of organizations believe they have the IT skills they need.⁴

have become more complex. They've added point product solutions from multiple vendors over time, through mergers and acquisitions and natural expansion initiatives. As these point products accumulate, these mixed environments become more difficult to manage, driving OpEx up. IT is discovering that it don't have the in-house knowledge or resources in place to succeed.

Data neglect.

Data neglect is hampering progress as well. Most organizations have accumulated an enormous volume of data over time. As the flood of data escalates, their storage expenses are rising, and they are facing increased regulatory risk.

Fragmented protection and control.

Safeguarding escalating volumes of data isn't easy. Scattered across a variety of platforms and clouds, IT is employing a variety of tools to protect and manage it. The threat landscape is constantly changing, and organizations face increasing pressure to secure data across workload types and unify their data protection and management processes. At the same time, they're seeking to minimize their dependency on point solutions—all while optimizing their use of the cloud.

Evolving regulatory challenges.

Regulatory issues are creating obstacles for IT as well. Whether it is HIPAA, Sarbanes Oxley, PCI, or the General Data Protection Regulation (GDPR), maintaining compliance with evolving government and industry regulations is a burden. IT is also grappling with its own corporate compliance issues, such as business continuity, privacy and other internal standards.

26.1 percent of organizations have experienced a compliance failure or event within the past three years because of inadequate data retention, protection, or accessibility.⁵

It's up to IT to visualize and classify all of its data and retain it according to a preset lifecycle. The stakes are high. Technology teams are subject to eDiscovery fire drills and must be ready to deliver electronically stored information on short notice to respond to inquiries and audits or potentially face fines or other penalties.

Complex cloud migration.

Although cloud technology offers rich possibilities, cloud migration initiatives are often complex and time-consuming. IT teams are working with a diverse array of workloads, as well as multi-tier applications with dependencies. Cloud-to-cloud migration is challenging as well, and delays an organization's ability to achieve a return on its investment.

IT needs to smoothly migrate between multiple cloud providers and rehearse new processes and applications without disrupting business. If an issue arises, they need to be able to smoothly fail back to previous configurations without impacting business continuity.

A donut chart with a red border and a grey fill. The number '80%' is written in the center in a bold, black font. The chart is partially filled with red, representing the 80% mentioned in the text.

80%

80 percent of organizations miss their cloud data recovery SLA at least some of the time.⁶

ADDING VALUE WITH A UNIFIED DATA MANAGEMENT SOLUTION.

An integrated, comprehensive solution enables IT to overcome the obstacles to digital transformation. By employing a complete, unified solution, organizations can sidestep the limitations of scattered, resource intensive point products, and address every essential aspect of multi-cloud data management. An effective solution should offer six key capabilities.

Global data visibility.

In a complex, multi-cloud environment, organizations face daily questions about whether their data is protected appropriately, whether it can or should be deleted and whether they're missing lower cost storage opportunities. The first step in managing data is to understand it better.

A truly unified data management solution can help address these challenges by providing an immersive visual experience that offers a complete picture of data across clouds and on-premises environments. It enables organizations to thoroughly characterize their data to make more informed decisions, with less risk.

Advanced data protection.

Proliferation of point solutions drives up complexity as the IT staff is forced to manage fragmented data and next-generation workloads on multiple platforms, with disparate tools. This can severely hamper staff productivity and increase risk. As organizations move to the cloud this complexity will only increase.

An effective multi-cloud data management solution will protect data no matter where it lives, including physical, virtual or cloud workloads. It will help ensure backup and recovery for any workload, and provide rich protections for all workloads, whether they are traditional or emerging. It will also enable self-service access to virtual data copies, while scaling to accommodate even the largest environments.

Proactive digital compliance.

Today's constantly changing regulatory environment demands that organizations actively manage their data to meet compliance requirements and ensure that only valuable and important data be retained.

A unified data management solution gives organizations a path to regulatory compliance by orchestrating the retention, access and defensible destruction of data assets according to established policy. With robust compliance processes in place, organizations can meet GDPR and other regulations with confidence.

Data and workload portability.

Most organizations are in the process of moving at least some of their workloads to the cloud. How quickly and reliably this can be done will influence the pace of digital transformation. In the near future, cloud-to-cloud migration will increasingly become a factor as organizations seek to reduce or eliminate cloud provider lock-in.

The right data management solution can accelerate the migration of active workloads to chosen public clouds. If a new cloud solution isn't meeting expectations, simply migrate back to on-prem or another cloud.

Maximum business continuity.

Meeting uptime service level objectives across the multi-cloud can be complicated and costly. Designed for quick provisioning, cloud infrastructure has become a favored destination for disaster recovery, further complicating recovery and failover orchestration.

A unified, optimized solution provides automated failover for more predictable resiliency. Organizations can improve application resiliency across the multi-cloud by orchestrating fast, one-click recoveries in the event of disasters or site emergencies. They can also easily rehearse recovery scenarios without disrupting their production environment.

Storage optimization.

Hardware-based approaches work fine for on-prem storage, but when it comes to managing storage in the multi-cloud, these approaches fail when the cloud infrastructure is abstracted. Poor copy data management leads to copy sprawl and slows down the availability of data copies to users.

A successful software-defined storage (SDS) solution will automatically tier storage across the multi-cloud based on policies to drive down costs, eliminate tape and provide room to grow. Virtualizing data copies minimizes copy sprawl, as well as accelerate provisioning, providing users a self-service experience. Breaking the ties to expensive hardware also helps minimize cost, while delivering better performance.

VERITAS™ 360 DATA MANAGEMENT DELIVERS.

Veritas offers a single solution to visualize, protect, access and migrate all your data. Designed to be the most comprehensive multi-cloud data management solution, the Veritas 360 Data Management Suite combines data protection with global visibility, regulatory compliance, business continuity, workload portability and storage optimization.

Meaningful integration is the heart of the Veritas 360 Data Management Suite. The solution is powered by an intelligent core that integrates the six key capabilities discussed above, bringing down barriers to deliver greater insight into data. Although it's possible to cobble together a data management solution by purchasing individual products from multiple vendors, smoothly integrating and managing these disparate pieces is challenging, expensive and time-consuming.

The Veritas 360 Data Management Suite is more scalable and cost-effective than using disparate tools that were not designed to work together. It overcomes the limitations of complex, point-product environments. By converging key capabilities of insight, availability and protection into a comprehensive solution, Veritas delivers superior business value—faster.

A foundation built to grow on.

Veritas NetBackup™ software is the foundation for a 360 approach to data management. This advanced solution enables organizations to extend high-performance data protection to multi-cloud, virtual, physical and modern workloads—no matter where they reside, all from one console. Built to scale and evolve, the solution lets organizations add integrated solutions when needs change:

- To gain greater global insights and actionable intelligence, add Veritas Information Map.
- To better meet regulatory and compliance needs, add Enterprise Vault File Management to properly retain and delete data.
- To enhance resiliency and enable predictable application recovery, Veritas Resiliency Platform (VRP) helps ensure disaster recover readiness.
- For rapid, secure data access and improved copy data management, build out the solution with Veritas Velocity™ technology.

By providing a unique level of integration for data visibility, resilience, copy data management, virtualization and cloud protection services, Veritas enables you to accelerate your own digital transformation while leveraging your existing investments—to establish a reliable foundation for the future.

Footnotes:

¹ Gartner 2018 Magic Quadrant for Hyper-converged Infrastructure

² DB-Engines Ranking Sep 2017 (<https://db-engines.com/en/ranking>)

³ "Improving Business Outcomes with Enterprise Data Management in Multicloud Environments," IDC, February 2018

⁴ Ibid.

⁵ Ibid.

⁶ "Improving Business Outcomes with Enterprise Data Management in Multicloud Environments," IDC, February 2018

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

VERITAS™

The truth in information.

V0679 05/18