

Reining in Cloud Complexity:

5 Critical Things for Business Leaders to Consider

Cloud computing has transformed the enterprise—ushering in productivity gains, cost advantages, and innovation.

Yet, cloud computing and storage also introduces greater complexity, particularly surrounding data management. As business leaders look to structure and restructure cloud frameworks and take advantage of today's opportunities, the need for a more advanced data management model grows.

It's vital to focus on five critical elements:



1. You're probably paying too much for data management.

While you may have negotiated the best price with cloud service providers, there's often an aspect that's completely overlooked. Without an optimized framework for backups and deduplication your organization will accumulate more data than necessary, which requires additional cloud resources. All too often, businesses wind up with copy after copy of the same data strewn across servers and systems.

Fact: 77% of respondents to a Veritas survey reported that they were surprised by how much they spent for cloud tools to manage data¹.

Strategy: Understand exactly what data you need to retain and verify that you're using deduplication methods to reduce your data load and carbon footprint.



2. More data floating around puts your enterprise at greater risk.

The larger an organization's data footprint and the more extensive the data sprawl, the greater the risk of a breach, breakdown or other failure. This includes ransomware, which increasingly targets cloud systems.

However, there's a secondary factor that's just as important: data scattered across clouds often leads to a proliferation of often incompatible tools to manage and secure it—and a lack of visibility into a multi-cloud framework further increases security risks.

Fact: According to Veritas research, organizations are sinking under the data load. Fifty percent of data is redundant, obsolete or trivial, and 35% falls into the category of dark data. Only about 15% of data is business critical.¹

Strategy: Deploy a solution that reduces your data footprint and delivers a single pane of glass visibility into your data environment.





3. Reducing data complexity drives performance and innovation gains.

More data doesn't equal better results. It's about using data effectively. Of course, getting to quality data can be difficult. The problem with multi-cloud frameworks is finding and combining mountains of data in the right ways.

Often, cloud providers lack the tools to solve this data quality challenge. It's up to your enterprise—typically a combination of business and IT leaders—to design a path that consistently leads to the right information at the right time.

Fact: Veritas found that “free” cloud native tools aren't equipped for today's multi-cloud frameworks. By deduplicating and compressing your data and then storing it on a cheaper storage tier, Veritas can provide storage savings of up to 99% when compared to the cost of snapshot storage to Amazon Web Services (AWS) Deep Archive tier, with a 50% reduction in data stored.²

Strategy: Look for a solution that works across cloud vendors and delivers a unified data management framework. This approach can also aid in regulatory compliance.



4. Sustainability isn't an afterthought.

Organizations large and small are focusing on sustainability. They're establishing environmental, social, and governance (ESG) programs with specific goals and objectives. At the same time, customers and investors increasingly expect—and even demand—that the companies they interact and transact with have a clear sustainability strategy in place.

Without an optimized data management and backup framework in place, an organization requires more storage and computing resources to process everything.

Fact: Gartner predicts that by 2025, cloud sustainability will be a top three criterion in cloud purchase decisions.³

Strategy: A data optimization framework that reduces an organization's data footprint and its consumption of compute resources and energy can power gains for everyone—and help battle climate change.



5. An efficient data framework is the foundation for putting artificial intelligence (AI), machine learning (ML) and the Internet of Things (IoT) to work effectively.

As organizations look to unlock the full potential of emerging digital technologies—everything from digital twins and autonomous robotics to connected systems and smart automation—quality data is vital. However, the promise of digital innovation and transformation can quickly fade without a central focus on data management in the cloud, and beyond.

Fact: Gartner predicts there will be 100% adoption of fully managed AI/ML-enabled cloud services by 2025.⁴

Strategy: As organizations slide the dial from cost advantages and performance gains to more advanced digital innovation in the cloud, the need for a more sophisticated data management framework emerges. By complementing AI/ML-enabled cloud services with [autonomous data management](#), the modern business will benefit from data management that self-provisions, self-optimizes, and self-heals in multi-cloud environments.



What You Need to Know

Data is your most important asset. Managing it effectively and efficiently is critical for success. A well-designed data management framework can help your organization trim costs, boost innovation, and achieve key business goals.

Learn more about how you can get the most out of your data management strategy while reducing costs:

www.veritas.com/solution/reduce-it-costs.

¹ Veritas and Vanson Bourne, "The Vulnerability Lag," https://www.veritas.com/content/dam/Veritas/docs/reports/GA_ENT_AR_Veritas-Vulnerability-Gap-Report-Global_V1414.pdf

² Veritas, "Cloud-Optimized Backup from Snapshot and Autoscaling in NetBackup 10," 2022. https://www.veritas.com/content/dam/www/en_us/documents/technical-documents/TB_netbackup_cloud_optimized_backup_snapshot_V1510.pdf

³ Gartner, "Gartner Says Three Emerging Environmental Sustainability Technologies Will See Early Mainstream Adoption by 2025," April 21, 2022. <https://www.gartner.com/en/newsroom/press-releases/2022-04-21-gartner-says-three-emerging-environmental-sustainability-technologies-will-see-early-mainstream-adoption-by-2025>

⁴ Gartner, "Gartner Identifies Four Trends Driving Near-Term Artificial Intelligence Innovation," September 7, 2021. <https://www.gartner.com/en/newsroom/press-releases/2021-09-07-gartner-identifies-four-trends-driving-near-term-artificial-intelligence-innovation>

About Veritas

Veritas Technologies is a global leader in data protection and availability. Over 80,000 customers—including 87 percent of the Fortune Global 500—rely on us to abstract IT complexity and simplify data management. The 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 Enterprise Data Services Platform supports more than 800 different data sources, over 100 different operating systems, more than 1,400 storage targets, and more than 60 different cloud platforms. Learn more at www.veritas.com. Follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

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