Reining in Cloud Complexity:
5 Critical Things for IT Leaders to Consider

Managing clouds is no simple task. What's more, as organizations migrate to a cloud-native framework and embrace highly complex multi-cloud environments, the challenges grow—often exponentially.

At the center of everything is the need to manage data complexity. As IT leaders, DevOps teams and others look to adopt a framework that's based on ability, flexibility, and scalability, the need for a more advanced and streamlined data framework grows.

It's critical to address five key issues:

1. Security and cyber resiliency are becoming more challenging.

The enormous growth in enterprise data is both a blessing and a curse. While it unleashes new opportunities, it also introduces enormous challenges, particularly for IT and security teams.

Organizations migrating to a cloud-first framework must have a complete view of resources and data, consistent methods to scan and identify malware, and the ability to support zero-trust principles across clouds. Increasingly disruptive and expensive ransomware attacks make cyber resiliency even more urgent.

Fact: In 2021, researchers observed 623.3 million cyberattacks globally, a 105% increase over 2020 and more than triple the number seen in 2019.[1]

Strategy: Antivirus and other malware prevention software isn't enough to eliminate risk. To achieve a security first and zero trust framework, it's critical to reduce your data footprint and have insight into data and risks through a single pane of glass.

2. Data sprawl undermines performance and innovation.

Getting a handle on data is paramount. Multi-cloud frameworks are particularly difficult because free cloud-native tools offered by vendors usually don't work across products and various data formats.

Of course, IT handles reducing overall complexity and consolidating data so that it's more manageable and secure. This requires a framework that reduces data overload and ensures that the right data is available at the right moment.

Fact: According to Veritas research,[2] 94% of organizations now have a multi-cloud strategy. Eighty percent of organizational leaders report that cloud infrastructure has stretched beyond their original plans.

Strategy: Performance and innovation suffer when business units can't get the data they need at the precise moment and place it's required. Unfortunately, cloud providers don't offer the tools necessary to confirm that an organization is making the most of its data. It's critical to build a framework that puts the right data in the right hands at any given moment.

3. IT systems and data frameworks have a direct impact on enterprise costs.

An enormous difficulty for organizations is the way backup and business continuity systems typically work. They often back up everything en masse rather than using a smart approach that relies on incremental backups and deduplication to handle only what's required at a specific time.

As a result, businesses overpay for cloud resources that aren't needed, procure additional storage that's unnecessary, and incur overhead that inevitably results in sifting through mountains of unneeded data.

Fact: 77% of respondents to a Veritas survey reported that they were surprised by how much they spent for cloud tools to manage data[2].

Strategy: IT and technical leaders can help an organization navigate the often-difficult task of optimizing costs by introducing a framework that delivers deep visibility and management capabilities, along with autoscaling, deduplication and a high level of resiliency.

4. Sustainability must be built into IT systems.

Designing systems for sustainability is now mission critical. Corporate environmental, social, and governance (ESG) programs have gone mainstream, and both customers and business partners now have high expectations about how businesses approach sustainability. Of course, without clear insight into data, ESG efforts lag.

There's another aspect that's too often overlooked: an inefficient use of IT and data resources leads to higher business costs because the enterprise requires additional compute power, storage, and software.

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

Strategy: Sustainability is good for the environment and the future of the world; it also produces cost gains for the enterprise and boosts revenues as consumers increasingly make choices based on a company's sustainability efforts.

5. Data visibility is the key to business innovation.

With artificial intelligence (AI), machine learning (ML), the Internet of Things (IoT) and other digital technologies, the common denominator is data. In order for business to reap the rewards of digital innovation, IT and DevOps teams must ensure they have optimized data pipelines—and smart automation can take place. Architecting the right data framework requires a focused strategy—and the right technology and tools.

Fact: Gartner predicts there will be 100% adoption of fully managed AI/ML-enabled cloud services by 2025.[4]

Strategy: Industry leaders leverage their data to maximum advantage, leveraging a framework that unleashes both strategic and tactical gains. By complementing AI/ML-enabled cloud services with autonomous data management, the IT teams 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 to maximize your data management strategy while securing your data: www.veritas.com/solution/cloud-data-security.

[1] SonicWall, "SonicWall Threat Intelligence Confirms Alarming Surge in Ransomware, Malicious Cyberattacks as Threats Double in 2021," February 17, 2022. https://www.sonicwall.com/news/sonicwall-threat-intelligence-confirms-alarming-surge-in-ransomware-malicious-cyberattacks-as-threats-double-in-2021/

[2] 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

[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-Tern 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.

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