Cloud strategies are getting complicated. As companies move to the cloud, the amount of on-premises storage can lead to significant costs. Although the cloud delivers greater flexibility, it also introduces new challenges to traditional data sources such as security, compliance, and complexity.

Cybersecurity is Difficult

- According to Veritas research, survey respondents’ lack clarity on managing the complex and growing data footprint, making it challenging to safeguard all their data. This potential threat involves ransomware and data exfiltration costs.
- The average cost of an on-premises data breach is $8 million.
- Veritas found that 77% of businesses and IT leaders are surprised by how much they have spent on data management and cybersecurity tools.
- Cybersecurity failures are expensive and cost real time to lost revenue, fines, legal fees, and brand and reputational damage.

Uncertainty, Dark Data, and a Lack of Visibility are Dangerous

- Data visibility, from edge to core to cloud, is essential to data protection and recovery.
- Most IT leaders are unable to track their organization’s entire data footprint, making it easier for attackers to find vulnerabilities and access intellectual property for a profit.
- According to a recent report, respondents in the survey didn’t know where or how to find their data. On average, businesses keep 35% of their data offline and 30% mismanaged storage can lead to significant costs.
- Although there are numerous benefits to the cloud, it also introduces new challenges in critical areas such as security, uncertainty, compliance, and complexity.

Ransomware and other forms of malware are huge problems, and they’re growing worse.

- There were 2.08 billion malware attacks in the first half of 2023 alone. This represents an increase of 15% compared to the same period in 2022.
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Costs Can Run Rampant

- As already challenging data storage requirements increase, costs shoot upward.
- Acquiring data storage solutions doesn’t alleviate usage, making it difficult and expensive to determine costs in multiple locations.
- Data storage costs can be dramatically reduced in recent years. McKinsey & Co. reported that they have been improving cloud costs by 50% per year.
- By developing smart (and managing) enterprise data storage, and choosing the right solutions, organizations can achieve storage savings up to 99% compared to on-premises data management.

Complexity Becomes the Default Setting

- An accumulation of tools, technologies, and resources introduces additional layers of IT management and administration.
- With a sophisticated platform that supports modern multi-cloud environments, Veritas offers next-generation technology that revolutionizes data management, resiliency, cybersecurity, and sustainability in the cloud.
- With a multi-cloud and Even automation capabilities of cloud-native frameworks.
- Automation is essential for alleviating costs and complexity.
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Cloud Still Requires a Large Amount of Manual Oversight

- Automation eliminates manual oversight. In a recent analysis of cloud storage, Veritas found that 77% of businesses are surprised by how much they have spent on data management and cybersecurity tools.
- Automation also eliminates data maintenance, allowing organizations to focus on mission-critical tasks.
- According to Veritas, the average cost of an on-premises data breach is $8 million.
- Veritas found that 77% of businesses and IT leaders are surprised by how much they have spent on data management and cybersecurity tools.

Confusion around the Shared Responsibility Model

- There is a shared responsibility model that suggests cloud service providers manage the cloud, whereas organizations are responsible for managing their data.
- Veritas found that 77% of businesses and IT leaders are surprised by how much they have spent on data management and cybersecurity tools.
- Organizations may not understand that their data is vulnerable to attacks.
- Automation is essential for eliminating common and costly manual errors. Its value is particularly apparent for key use cases surrounding:
- Artificial intelligence (AI), machine learning (ML), and other automation capabilities of cloud-native frameworks.
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