



THE RIGHT BACKUP AND RECOVERY SOLUTION CAN BE A BUSINESS ENABLER

CAN YOUR DATA FUEL YOUR SUCCESS?

Are you ready for whatever comes next? Are you able to protect and manage your information to propel your business forward? In this information age, data is one of the most precious business assets you have, but as more and more is digitized, it can be increasingly difficult to manage, control, and leverage to your advantage. The key is to put your data to work for you, not the other way around.

It starts with being able to very quickly and easily put a data protection infrastructure in place that can handle the massive amounts of data you are facing (up to petabytes). Unfortunately, most organizations are struggling to get a handle on all the different platforms, applications, storage and infrastructure in their environment that are involved in their data backup and recovery. Many organizations need to modernize their backup strategy and consolidate fragmented backup processes to simplify deployment and management and ultimately identify ways to gain efficiencies and effectively protect all their workloads.

It's not just the amount of data that is causing organizations trouble; it's also a general lack of visibility and intelligence into that data. It's important to be able to identify and then protect the data that is critical to your business, so you don't waste time and resources backing up and recovering the latest cat video downloaded from YouTube. Without understanding the composition of your data it is very difficult to think strategically or take steps to optimize the way your data is stored (which can include on-premises facilities, as well as private, public and hybrid clouds), recovered or used.

An inefficient data backup and recovery infrastructure can also hamper your agility, making it more difficult to serve the needs of all your different users/departments and confidently adopt cloud services. It is important to be able to track your data and deliver the same level of service across all your data center and cloud deployments.

With Forward Thinking Backup from Veritas™, you have the visibility and capabilities you need to put your data to work for you and capitalize on whatever comes your way. With Veritas, you can rest assured you can implement a strategy around your data that ensures you can get the most out of it to deliver the business outcomes you are looking for, today and in the future.



5 KEY QUESTIONS TO ENSURE YOU HAVE WHAT YOU NEED TO MAKE THE MOST OF YOUR DATA

Given its value to your business, you need to make sure the infrastructure in place to protect your data is able to deliver the data you need, whenever and wherever you need it. Key questions:

- 1. How many different tools and processes do you need to protect different kinds of data?** Your data is going to take on many different forms and live in many different places, you need a solution that can simplify deployments and lower the costs of ongoing operations.
- 2. Are you trying to reinvent the wheel to build your own backup infrastructure?** Don't waste precious time and resources trying to create something that others have already successfully delivered. Consider industry-leading solutions, many of which can be deployed on commoditized hardware to bring down the costs and efforts associated with protecting your data. Let them do what they do best, so you can do what you do best – drive your business forward.
- 3. Can everyone play a role in protecting your data?** Cut out the middleman and cut out unnecessary costs and time delays through innovative on-demand, self-service capabilities. Look for solutions that can help you set effective backup policies that work for different groups/divisions/departments in your business and support restore requests, when and where they are most needed.
- 4. Are you waiting for an emergency to use your backup data?** Put backup copies to work for you, today. Look for solutions that can extend the value of your backup data (e.g. providing insights you can use to create business advantages or supporting new, innovative uses).
- 5. How much can your infrastructure tell you about what is going on with your data?** You can't improve what you don't know. Backup and recovery solutions touch almost every bit of data you have; make sure they are providing you the insights you need to better manage all that data and really put it to work for you.



GUIDING PRINCIPLES FOR A FORWARD THINKING DATA PROTECTION STRATEGY

To ensure your data protection strategy can keep pace with your data requirements, you need to ensure your data protection infrastructure can deliver the quality and service levels required to enable your digital business. You will need to ask more of that backup infrastructure to deploy a strategy that is:

Simple

- **Leverage converged backup infrastructure** to gain efficiencies and accelerate time-to-value.
- **Reduce point products** to streamline administration and improve staff productivity.
- **Implement intelligent automation** to mitigate human error and adapt to changing conditions.

Scalable

- **Maximize performance** with proven technologies.
- **Optimize capacity** using storage tiers and data reduction techniques.
- **Expand without limits** by leveraging cloud storage services with virtually infinite capacity.

Agile

- **Recover instantly** to quickly bypass data outages that impede the business.
- **Deliver self-service** to empower users and enhance user experience.
- **Integrate with hybrid cloud architectures** to allow cloud services to be utilized on-demand.

Insightful

- **Index your backups** to quickly find what you need and facilitate rapid file analysis.
- **Visualize your data** to understand what you have and how it is being managed.
- **Understand your risks** so you can take timely, corrective action.



NETBACKUP



**NETBACKUP
APPLIANCE**



INFORMATION MAP

HOW VERITAS DELIVERS - FORWARD THINKING BACKUP IS A BUSINESS ENABLER FOR YOUR DIGITAL ENTERPRISE

Veritas enables you to design a data protection strategy that can handle the complexity and scale of your environment, while providing the agility and insights you need to improve efficiencies and drive productivity long into the future. With Veritas, you can:

Operate More Efficiently and Cost Effectively.

Veritas NetBackup™ is a single solution for your entire enterprise, built on a converged platform that enables you to invest and train on one infrastructure and work with one data protection partner.

- **Simplify integration, test and maintenance work** with a converged hardware and software platform that is managed as a single component.
- **Reduce/eliminate point products** with a single, fully integrated solution that is ready for future workloads as they come online.
- **Improve staff productivity** through centralized administration and policy-based automation.

Grow Your Business without Overprovisioning or Overpaying.

NetBackup has repeatedly proven itself as the most scalable backup solution in the industry¹, incorporating cutting edge technologies for data reduction and bandwidth efficiency, while providing extensive indexing and search capabilities.

- **Achieve best in class performance** that drastically reduces backup times to protect data without disrupting the business, within allowable backup windows.
- **Reduce storage requirements** and maximize capacity with storage tiering, deduplication, and other efficiencies.
- **Confidently embrace the cloud, scale to virtually unlimited capacity and easily manage data across the entire life cycle**, from on-premises to cloud, through NetBackup's growing list of certified cloud storage service providers and robust, policy-based management.

Enable New Innovations Safely and Quickly.

NetBackup speeds recovery, helps IT expand into the cloud, and embraces more as-a-service modes of operation to help drive down costs, increase agility, and improve quality of service.

- **Recover information fast to get back in business quickly** with NetBackup's ability to pre-stage both data and indexes off-site.
- **Improve quality of service** by providing self-service to users where possible.
- **Facilitate IT staff collaboration to achieve business results** through a self-service operating model.
- **Safely expand into public clouds to take advantage of cost efficiencies and operational agility** by automatically synchronizing data between data centers and clouds to diversify risk and avoid vendor lock-in.

¹Principled Technologies, "Veritas NetBackup Benchmark Comparison" (June 2015)

Make Better Business Decisions.

Veritas helps you illuminate “dark data” and gain critical intelligence and insights into your infrastructure to make better informed decisions about the retention, deletion, and backup of your environment.

- **Immediately visualize the composition of your data** with Veritas™ Information Map and its unique ability to ingest NetBackup indexes so you can visualize petabytes in as little as 24 hours.
- **Identify anomalies, opportunities, and risks** through the dynamic, visual exploration of your entire environment.
- **Confidently structure backup policies** to prioritize valuable data and adjust policies based on the actual composition of your environment, not assumptions.

TAKING YOUR BUSINESS FORWARD WITH VERITAS

Veritas solves the challenges of modern data protection in today's digitized world, with a solution-level approach that no point-product vendor can match. The Forward Thinking Backup of Veritas brings together trusted solutions, new innovations, and professional services designed to deliver on all your data protection requirements.

Forward Thinking Backup starts with NetBackup, the industry's leading backup and recovery software. It is offered as an integrated, converged platform with highly scalable storage appliances that dramatically simplify deployment and operation and lower costs. On top of this foundation, you are able to take advantage of innovative solutions, such as Information Map, that leverage your NetBackup investment to further improve how your data can be managed and put to work for you. With Forward Thinking Backup from Veritas, you can be confident you are ready for whatever comes next. For more information, please visit www.veritas.com/forward-thinking-backup

ABOUT VERITAS TECHNOLOGIES LLC

Veritas Technologies LLC enables organizations to harness the power of their information, with solutions designed to serve the world's largest and most complex heterogeneous environments. Veritas works with 86 percent of Fortune 500 companies today, improving data availability and revealing insights to drive competitive advantage.

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