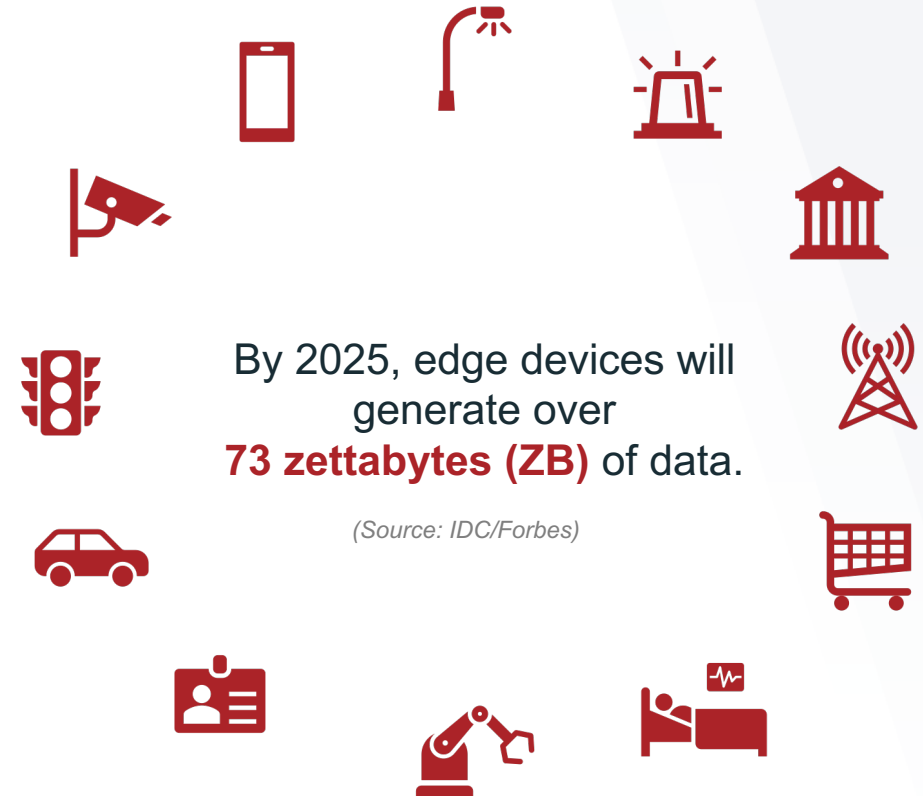
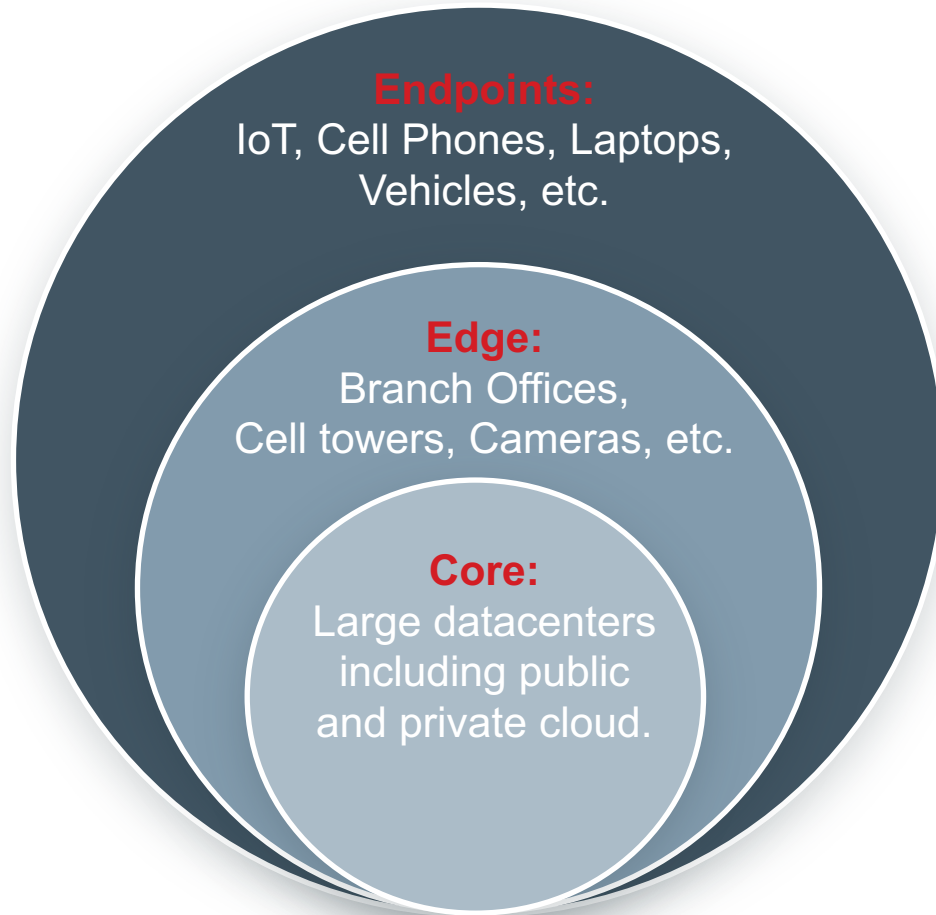


# Why Data Protection and Cybersecurity Can't Be Separate Function

Matteo Versienti  
Senior Sales Engineer

# Unprecedented Data Explosion

IDC predicts that **80% of global data will be unstructured by 2025** because the way we use and consume data, and what we expect of it has changed. Rather than data being stored in fixed, known locations which can be controlled and managed easily, data is, literally, everywhere:



By 2025, edge devices will generate over **73 zettabytes (ZB)** of data.

(Source: IDC/Forbes)




# Management, Protection and Security in the Cloud is Lagging Behind



**IaaS**

Compute, storage, and networking resources in the cloud


**\$120B**



**PaaS**

A cloud-based application layer that is ready for development

**\$110B**



**SaaS**

A complete software application running in the cloud

**\$177B**



**Management and Security**

Management, protection, and security is left to customers

**\$30B**

# Shared Responsibility Model in the Cloud!





# Shared Responsibility Model in the Cloud!

# VERITAS™



Traditional Data Center  
(On-prem)



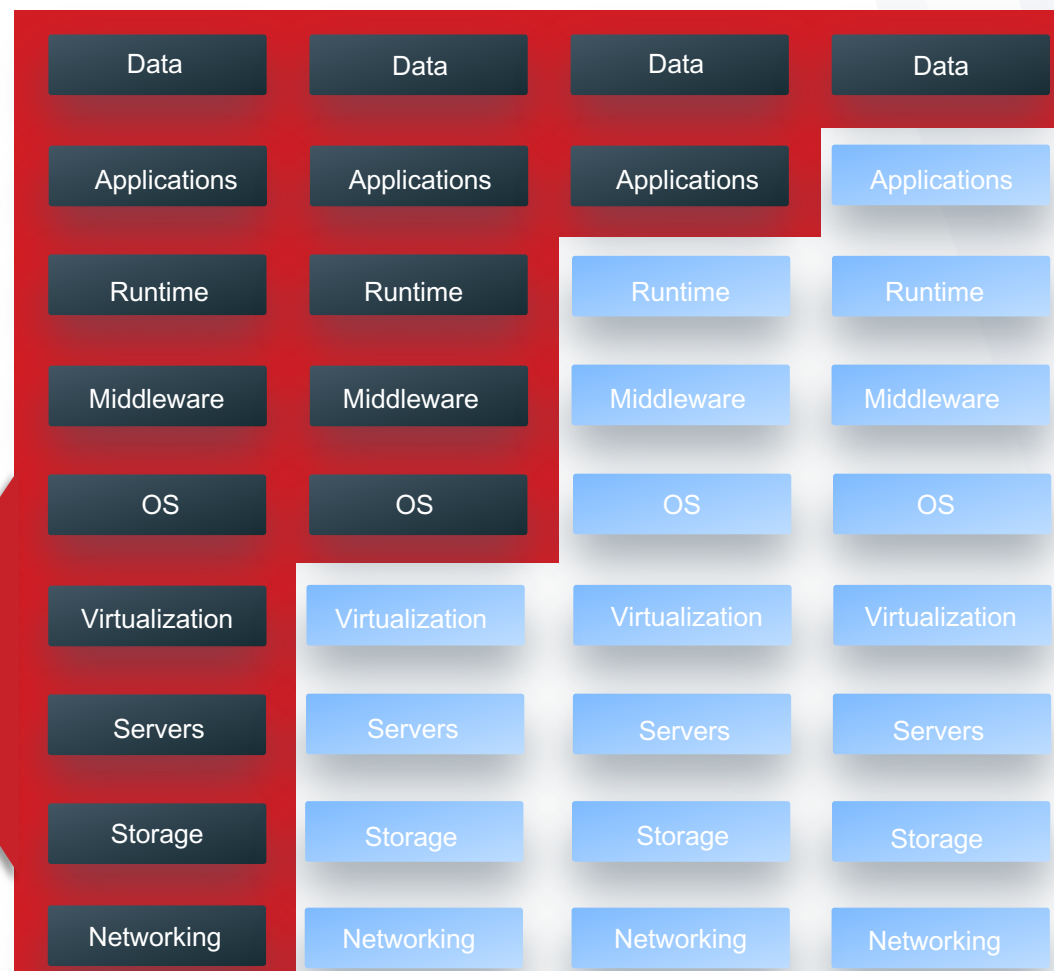
Infrastructure as a service  
(IaaS)



Platform as a service  
(PaaS)



Software as a service  
(SaaS)



# Today's Top Cloud Challenges



Cyber Security &  
Ransomware

## 19/sec

2021 was a record year and researchers observed 19 attacks every second, or 623.3 million attacks globally.



Data Sprawl

## 58%

Senior IT Leaders have an unclear data footprint and lack clarity on what technology their organization has introduced since 2020



Costs, Complexity &  
Compliance

## 77%

Leaders surveyed with more than \$2 million in cloud costs said they were surprised by how much they spent.



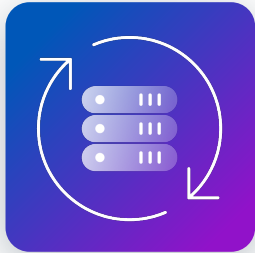
Sustainability

## 99%

CEOs say, "Sustainability issues are important to the future success of our business."

# Who is Veritas?

## Data Protection and Recovery



We help the world's largest companies protect and recover data, regardless of where it lives.

## Business Continuity



We ensure mission-critical workloads are always up and always on.

## Digital Compliance












Fulfill legal and regulatory data management requirements.



# Veritas Solutions

Workloads customers need. Architectures they want. Simplicity they demand

Servers & Filers	Traditional Workloads	Virtual Workloads	Next Gen Workloads	Cloud Workloads
      	      	   	       	     



Any Storage | 1400+



Management, Orchestration,  
Availability & Insights



Multi-Cloud | 60+

## Software

Bring Your Own Hardware

## Appliances

Virtual, Physical, Flex

## Scale Out on K8s

Elastic & Persistent

## Cloud Native

Marketplaces

## Cyber Resilient

Security First / Zero Trust Architected

# Veritas: Industry Leader for 30+ Years

**Gartner**  
**17x**  
**LEADER**

for Enterprise  
Backup and  
Recovery Software  
Solutions



of the Fortune 100  
Trust Veritas

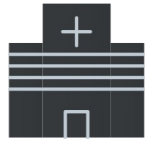
**Gartner**  
**15x**  
**LEADER**

for Enterprise  
Information  
Archiving



**20/20**

Largest Financial  
Services Companies



**20/20**

Largest Healthcare  
Companies



**18/20**

Largest Energy  
Companies



**20/20**

Largest  
Commercial Banks



**15/15**

Largest Telecom  
Companies



**10/10**

Largest Pharmaceutical  
Companies



**19/20**

Largest Technology  
Companies



**6,000+**

Employees  
Worldwide



**20,000+**

Global  
Partners



**80,000+**

Global  
Customers



**2,000+**

Developers  
Worldwide



**2,200+**

Global  
Patents



**800+**

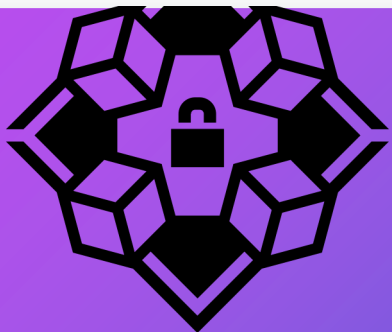
Supported  
Workloads



**100+ EB**

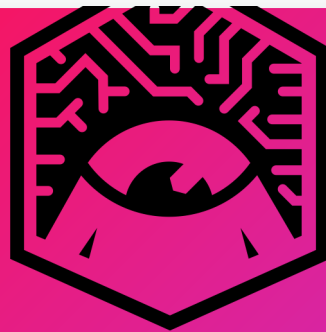
Data Under  
Management

# Our Strategy



## REDUCE RISK

Protect & Safeguard Data  
Automated, Flexible Recovery  
Stay Compliant



## ELIMINATE UNCERTAINTY

Intelligent Visibility and  
Anomaly Detection  
Optimize for Costs and Complexity



## MAINTAIN CONTROL

Ensure Performance  
Application Availability  
Cross-Cloud Mobility

Think beyond cloud-native utilities and point products and architect a unified strategy



# Our Strategy: Reduce Risk

Relying solely on native tools is no longer safe & puts your organization at risk.



## REDUCE RISK

Protect & Safeguard Data  
Automated, Flexible Recovery  
Stay Compliant



### Protecting All Data, From All Sources

Reduced Attack Surface

30+ yrs Experience  
w/Security Engineered into Products

Gartner Leadership, 16 Times

### Extra Safeguards with Immutable/Indelible Storage and Network Isolation using Air Gap Solutions

Immutability Your Way  
BYO, Appliance, Cloud & SaaS

Indelibility Using Zero Trust Principals

Network Isolation using Air Gap  
Solutions



### Optimize for Flexible, Rapid, Hybrid Recovery, At Scale

Flexible, Hybrid, Rapid Recovery  
Any Size/Scale Failure  
Anywhere from Anywhere

Recovery from Object Level to Entire  
Data Center

Recovery success rate – 100%

### Orchestrated Recovery Rehearsals

Non-disruptive, cost-effective  
recovery rehearsals

Tier-0 to Tier-N application  
recovery with varying RPO



### Data Compliance and Governance Managed

Capture & Discover What Matters

Advanced Supervision of all  
Content

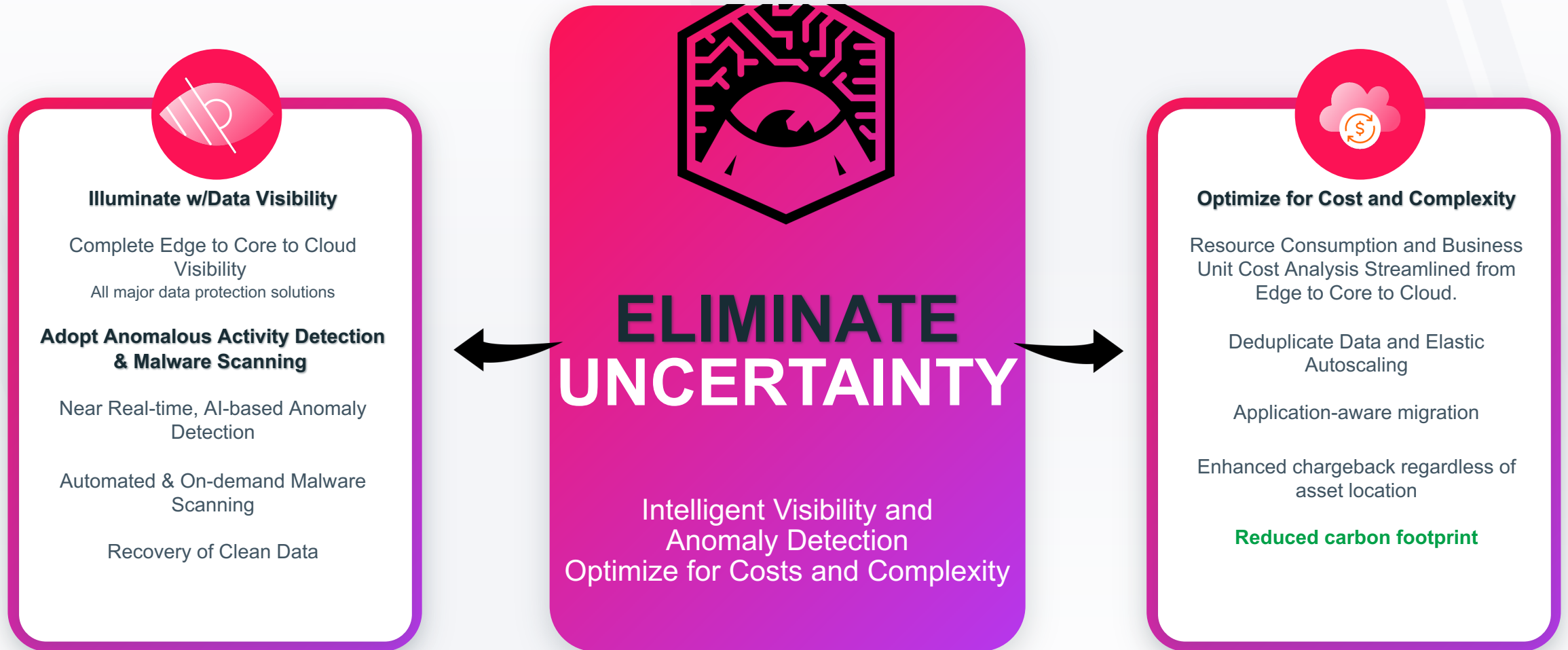
One Platform for Streamlined  
eDiscovery

Efficiently Store Content with  
Flexible Deployment  
(on-prem, hybrid, customer cloud  
tenant; SaaS).

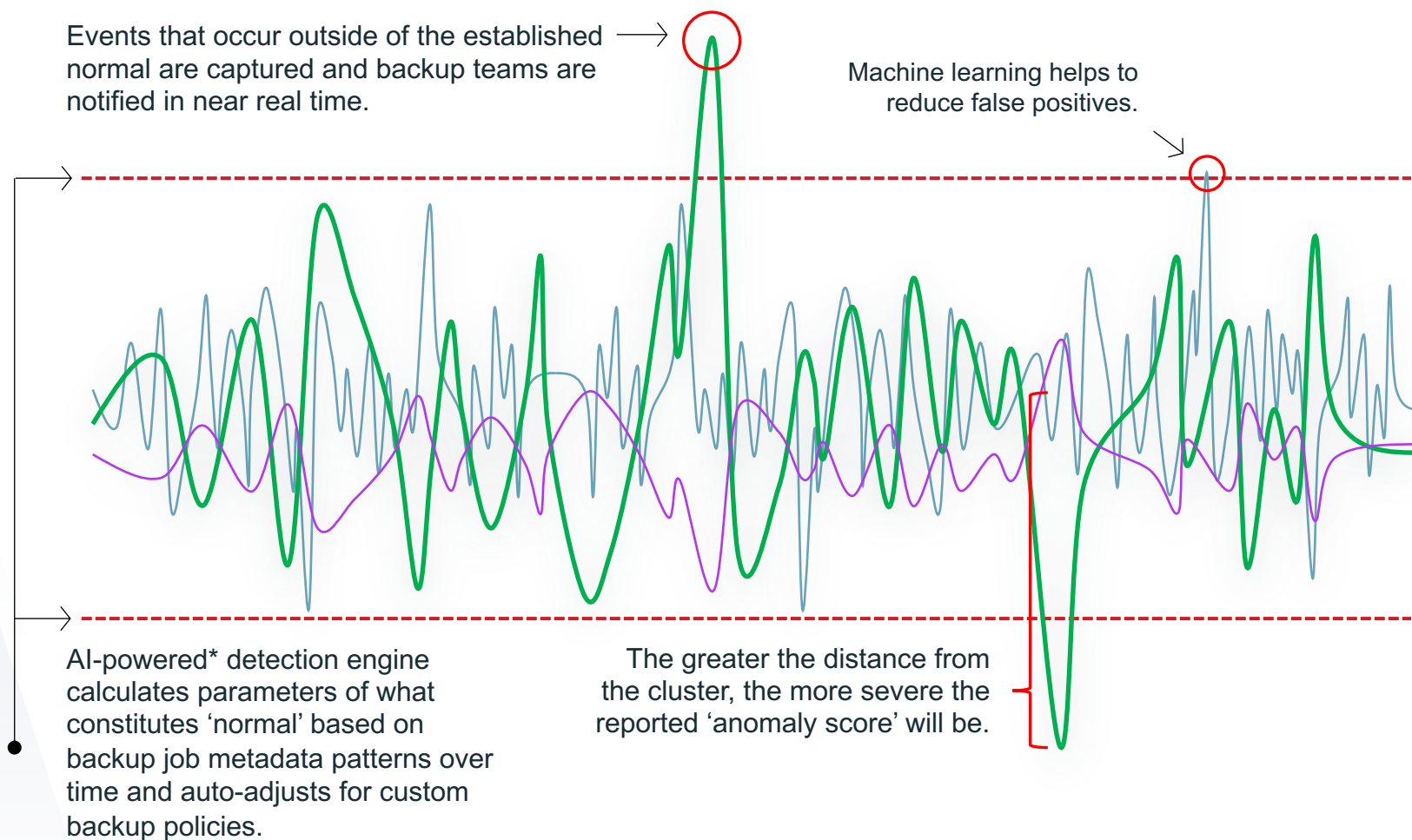
Autonomous Data Management

# Our Strategy: Eliminate Uncertainty

Relying solely on native tools creates uncertainty and using “free” cloud native tools means overpaying by 95%



# Understanding Anomaly Detection



## AI-Powered Anomaly Detection Engine in NetBackup

- Mine enormous amounts of data
- Automate monitoring and reporting
- Gain actionable insights
- Report based on several criteria
- Establish early warning of an attack

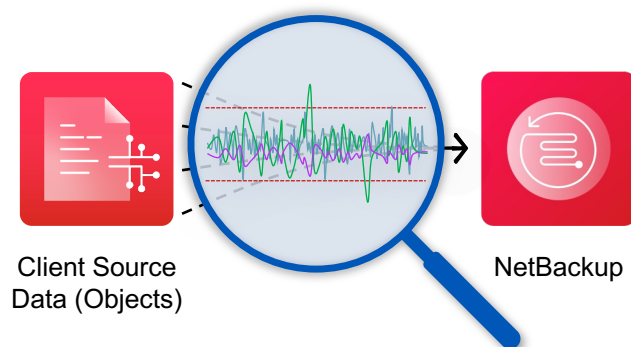
\* Machine learning model takes advantage of data pre-seeding using nbdeployutil. AI is powered by DBSCAN algorithm.



# New Active Anomaly Detection and Malware Scanning

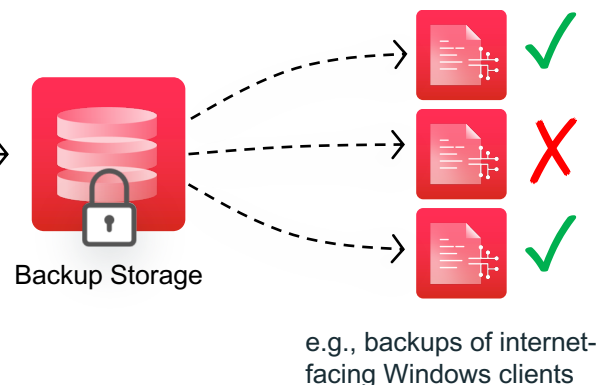


## During Backup



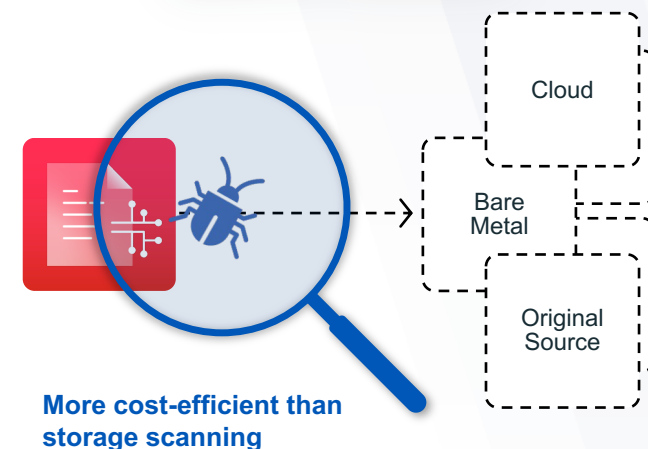
AI Anomaly Detection  
Near Real-Time

## Post Backup



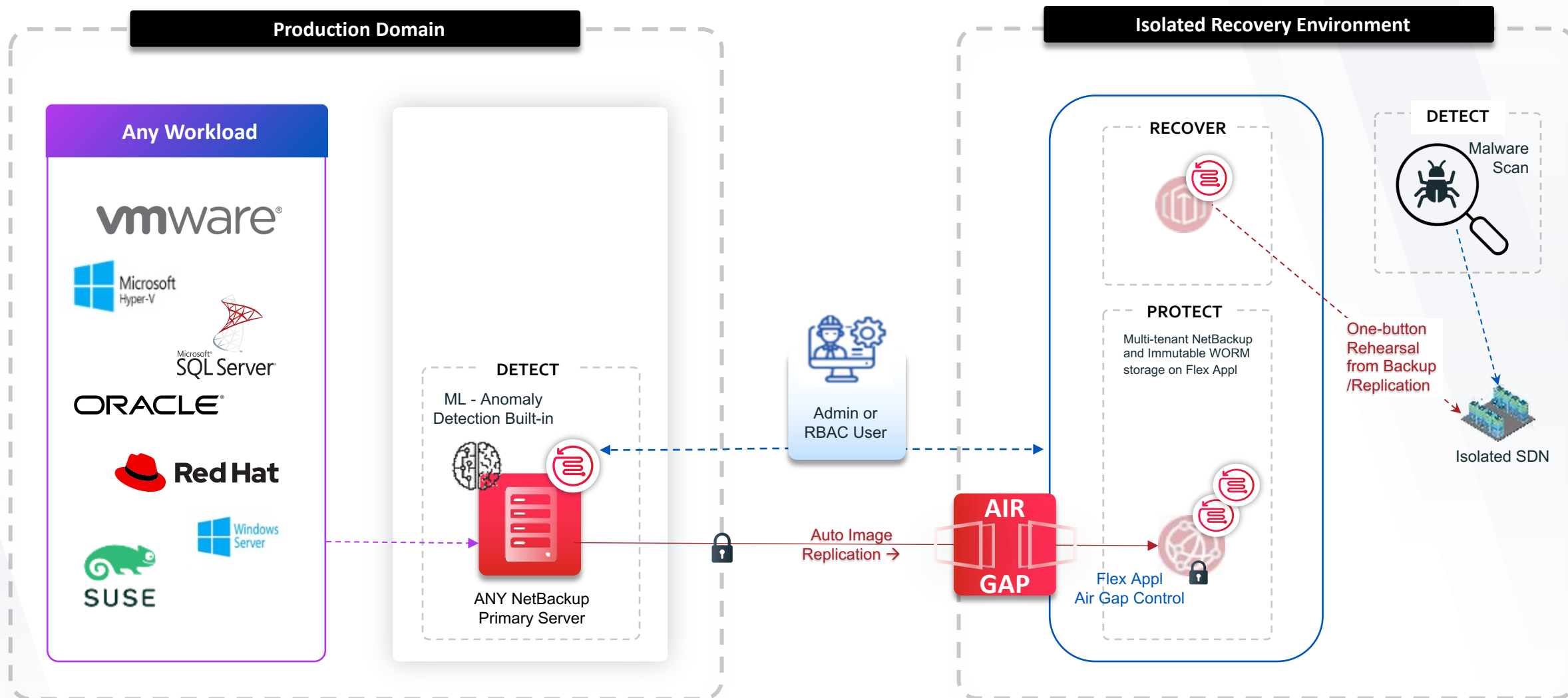
Automatic Malware Scanning  
Based on Anomaly Detection

## Before Restore



Scanning Prior to Restore  
Ensures Clean Data

# NetBackup - Isolated Recovery Environment [ IRE ]



# Our Strategy: **Maintain Control**

Relying solely on native tools takes away your control.

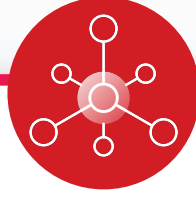


## Cross-Cloud Mobility

Easy to move to the cloud and easy to move out as needed

Platform & Cloud agnostic

Flexibility to move between different cloud services and on-prem datacenters



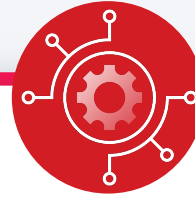
## Application Availability

Ensure Apps & IT Services are highly available, agile and protected across hybrid and multi-cloud environments

Cloud agnostic *application* high availability and DR

Automated DR testing in isolation using on-demand cloud resources

***Meeting your end of the shared responsibility model***



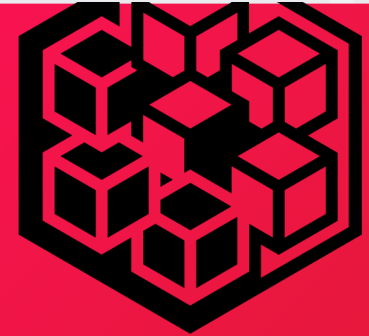
## Ensure Performance

Do not sacrifice applications SLA just because you move to cloud – ensure you get the same performance or better

Optimize cloud resource utilization and performance while reducing your cloud operating costs

Keep applications 'always on' (Cloud and On-prem)

With greater than 99.99% uptime



# MAINTAIN CONTROL

Ensure Performance  
Application Availability  
Cross-Cloud Mobility





# Our Vision

*We believe data management and protection should just happen, invisibly and autonomously – but without sacrificing human oversight.*

*Our goal is to eliminate the burden of human intervention from data management.*

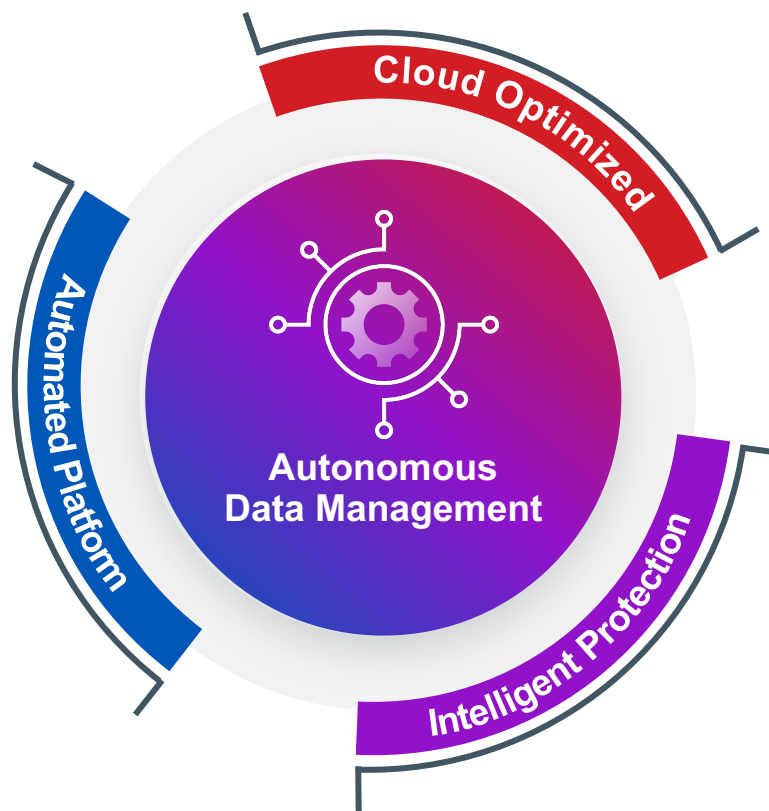
# Our Vision: Autonomous Data Management & Protection

Redefining data protection for the next decade. Powered by the Cloud & Kubernetes.

## Automated Platform

The most **secure** with least **management overhead**

- Optimized
- Self-updating
- Auto healing
- As a Service
- Auto Scaling



## Cloud-Optimized Platform

The most **cost-efficient** and **performant** within and across any cloud

- API-enabled
- Multi-tenant
- Multi-cloud
- Elastic
- Containerized on K8s

## Intelligent Application Protection

Align to **business goals** and achieve **cyber resilience**

- AI / ML Driven
- Ransomware Proof
- SLA Assured
- CI/CD Integrated

# Our Leadership

---

## Next-Gen Autonomy



- Fully aware
- Learning
- Adapting

## Extend Cyber Leadership



- AI-based ransomware resilience
- Air-gapped cloud protection

## Dominate Multi-Cloud



- Protection, availability and compliance within and across hybrid, private and public clouds

## New Consumption Models



- Subscription
- As-a-Service

## Partner for Success



- Technology ecosystem partners

# The Value of Veritas

## Multi-Cloud Optimization



- Any cloud, any workload
- Reduced carbon footprint

## Cyber Resilience



- Active cyber defenses
- Zero-ransom recovery

## Autonomous Operation



- AI-driven data management
- Reduced cost and overhead



*“Using Veritas in a hybrid cloud environment with AWS, UCHealth benefits from cost savings, faster cloud backups, a single point of management, and **the ability to recover data when and where needed.**”*

**Robert Atanovich**, IT Architect  
UCHealth



**LIBERTY**  
*In it with you*

*“Because we had all of our data in Veritas NetBackup, **we were able to completely recover from a ransomware attack in just six hours.**”*

**Jayson Martin**, Head of IT Data Storage  
Liberty Group Ltd.



*“Veritas NetBackup is a multi-layered protection for SaaS based applications and data. It has multiple restore options and is able to be **fully automated and managed.**”*

**Suresh Uppalapati**, System Administrator  
Infor India Pvt Ltd



VERITAS™

Q & A

# Thank you

# Appendix

# The Value of Veritas

## Multi-Cloud Optimization



- Any cloud, any workload
- Reduced carbon footprint

## Cyber Resilience



- Active cyber defenses
- Flexible, hybrid recovery

## Intelligent Recovery



- Orchestrated, automated recovery
- 100% success rate for data restores



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UCHealth



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Liberty Group Ltd.



*“NetBackup SaaS Protection has provided Oxford Health with the confidence to grow into the cloud safely, knowing all our Microsoft 365 data is backed up and protected within our own Azure tenancy, benefiting from Microsoft’s storage flexibility. **The NSP technology is a stable, feature-rich, and easy-to-use cloud backup solution.**”*

**Will Harper**, Head of IT  
Oxford Health NHS Foundation Trust