Veritas Alta Data Protection
Going beyond basic backup in the cloud.

Overview

As a DevOps professional, cloud architect, or application developer, one of your goals is to protect billions of files and objects in the cloud. Most importantly, when disaster strikes, you need to quickly find and recover a single file, or the entire data set to get your application and business back online. Yet, 99 percent of cloud professionals use (either all the time or most of the time) the basic data protection tools provided by cloud service providers (CSP)[1], making data recovery complex and time-consuming—an unwanted situation when the business needs you most.

While these CSP tools may initially seem cost-effective and easy to use, and are provided by your trusted CSP vendor, the overall cost and recovery efforts can become steep. These data protection tools are just snapshot-based, and while they can easily make copies of application data, their basic functionality consumes excessive and costly storage, and makes it difficult to recover data. Some tools require the replicated volume to be restored to a temporary location and mounted before you can browse for and recover a single file. A similar process exists when recovering an entire environment but because you are only able to restore the data, the application's environment, must be rebuilt before the recovered data can be used and the application brought back online. While it's true the data is protected and recoverable, the entire process is time-consuming and error prone.

Enterprise-grade backup and restore in the cloud should not be that hard. Veritas Alta Data Protection provides seamless and automated data protection using an efficient, service-oriented, and elastic architecture to ensure data is protected and stored in a secure and cost-efficient way. And when it comes to recovery, single files can be easily found and restored at the click of a button, while complicated full system restores can be automated to ensure rapid and reliable recoveries, minimizing application and business downtime.

Data Protection Challenges

The tremendous growth of data, rapid cloud migration initiatives, and the fact that you are likely not a data protection expert have exasperated these data protection challenges and increased your exposure to cyber risk. The cloud has also led to data sprawl, with 58 percent of senior IT leaders lacking clarity on their complete data footprint[1]—hard to protect data you are unaware of. Ransomware attacks in the cloud are increasing, with 89 percent of companies holding data in the cloud having experienced a ransomware attack[1], often requiring a rapid, complete restore. Given the onslaught of cybercriminals, increasing natural disasters, human error, and unplanned cloud outages, ensuring your data is secure and rapidly recoverable needs to be more than just *ticking the box* with your CSP.

One of the basic requirements to understand who is responsible for your data protection and security—you or the CSP. It is vital that you understand the Shared Responsibility Model, which outlines who owns the protection of the infrastructure, the applications that are running within the cloud infrastructure, and the data being stored in the cloud.

Simply put: CSPs are responsible for the resiliency of the cloud, but you—the customer—are accountable for resiliency in the cloud. That means that your organization must take ownership of your data, its security, consistency, accuracy, backup, workload architecture, and failure management.

Compounding this challenge, you will often have data in different CSPs, on the edge and still on-premises. You are responsible for your data no matter where it lives, and you need to ensure it is always available, protected, and compliant at a price that won't break the bank. No small task! Having one proven data protection platform to cover all your infrastructure—cloud, edge, and core—gives you the enterprise-grade protection you need. Additionally, you need a solution that is simple to deploy and manage, can automatically and economically scale, and that provides rapid file level and complete system restores.

The best approach to combat today's data security and sprawl challenges is to take back control of all your data with Veritas. Veritas Alta provides the economics, scale, flexibility, and recovery times that your enterprise requires, with a comprehensive data protection strategy. Gain ultimate control of sprawl, costs, and security with a solution that is easy to use; not the basic, relatively new protection offered by CSPs.

Veritas Alta

Veritas Alta delivers the industry's most comprehensive unified cloud data management built for hybrid and multi-cloud environments. Veritas Alta harnesses the benefits of the cloud to reduce costs, strengthen ransomware resiliency, and ensure data is protected, available, and compliant. Veritas Alta provides the foundation for autonomous data management which uses artificial intelligence (AI) and machine learning (ML) to enable automatic management of the entire security and data management process.

Veritas recognizes the importance of having a choice as to where to run your most critical applications. You determine where to run your applications based on your business needs—on-premises, in the cloud, hybrid, or multi-cloud. To enable this choice, Veritas also introduced Veritas Alta View, a cloud-based management console that provides a unified view and control of the entire data estate—across edge, core, and cloud—from a single pane of glass.

Cloud Scale Technology

Veritas Alta™ Data Protection is a cloud native extension of NetBackup, powered by Cloud Scale Technology.

Cloud Scale Technology is a cloud-native solution that expands data management insights and intelligence operations in the cloud, hybrid, and multi-cloud environments. This is accomplished via automated policies and provisioning, with elastic dynamically allocated services for integrated multi-cloud solutions. A consistent experience is delivered across multiple clouds to improve return on investment (ROI), service resiliency, and security, while reducing operational complexity and costs.

Veritas Alta Data Protection

Ensuring that you always have access to your critical data is the sole focus of Veritas Alta Data Protection. Its portfolio includes Veritas Alta™ Data Protection for NetBackup Cloud Workloads, Veritas Alta™ Recovery Vault, and Veritas Alta™ SaaS protection. The Veritas Alta Data Protection portfolio provides enterprise-grade data protection for critical data across edge, core, and cloud, focusing on security, cyber resiliency, multi-cloud visibility, and control, with lower total cost of ownership (TCO).

Snapshots Are Not Backups

Many cloud vendors just do snapshots for backup, which provide basic levels of protection and are intended as a short-term solution, as they can be expensive to maintain and challenging to recover from. Since snapshots reside on the same array as the production application, they are vulnerable to array failures and thus should not be considered valid *backups* of the data. These vendors also store snapshots on expensive primary storage and perform no deduplication; you consume much more storage than you need. A more critical issue is how quickly you can restore the data when lost. Snapshots, in general, do not have a catalog of the data, so there is no file view. This means that you will be unable to make a granular recovery to restore a single file. When you do a complete restore, you need to create a mount point and do a manual restore of the files—a manual, time-consuming, and error-prone process.

Veritas Alta Data Protection for NetBackup Cloud Workloads

Powered by Cloud Scale Technology, Veritas Alta Data Protection for NetBackup Cloud workloads reduces cloud compute costs by as much as 40 percent, and cloud snapshot storage costs by as much as 90 percent. It is self-managed and designed to efficiently secure and protect mission-critical data in the cloud, at scale. NetBackup is trusted to protect the data of 95 percent of the Fortune 100, including many of the world's leading financial institutions.

Benefits: Veritas Alta Data Protection for NetBackup Cloud Workloads	
Simplicity	- Integrated platform with APIs-first strategy for easy integration - Web-based user interface (UI) enabling a single pane of glass to manage your entire data estate at the edge, core, and cloud - One-click recovery - Automatic, elastic scalability reducing instance use by 40 percent - As-a-service option with Veritas Alta Recovery Vault, eliminating the need to create and manage storage
Deployment Choice	- Supports hybrid and multi-cloud environments - Offers a variety of deployment options and technology: Infrastructure as a service (IaaS); Platform as a Service (PaaS), including unstructured data and databases running in PaaS environments - Secures and protects your VMware environments and object storage - Provides security and data protection for modern cloud infrastructures—containers, Kubernetes, and microservices
Cost-Efficient Data Protection: Elasticity	- Enables elastic data management and protection; resources are added as needed to ensure timely and successful backup - No need to overprovision and plan to expand your resources to accommodate your backups, this happens automatically saving you time, effort, and money
Cost-Efficient Data Protection: Deduplication	- Licensed based on all front-end TB for workloads - Deduplication is performed as data is backed up, significantly reducing the amount and the cost of the storage required (by up to 95 percent) - Maintains the ability to do a rapid complete system recovery or a file-level recovery
Cost-Efficient Data Protection: Intelligent Tiering	- Provides intelligent policy-based management for significant cost savings by moving warm or cold data from expensive primary storage to cheaper secondary storage - Intelligent policy-based tiering can provide savings of up to 40 percent
Enhanced Security	- AI-based anomaly and malware detection occurs on your data estate and when data is being backup and recovered ensuring that if hackers are already in your system they are not allowed to propagate - Encryption for data in-flight and at-rest for enhanced protection - Role-based access control (RBAC) for a secure environment - Confidence data is clean and known good before recovery with the isolated recovery environment (IRE)

One-Click Recovery	▪ Automate and orchestrate a complete cross-site or cloud restoration with the click of a button
	▪ Rapidly recover at infinite scale
	▪ Data is accessible and applications are online with all necessary dependencies
	▪ Only Veritas can send and store deduplicated data on Object Lock technologies, and spin up an entire data center on demand (from efficiently-stored deduped data)

Veritas Alta Recovery Vault

Need enterprise-grade data protection and security but want it completely hands-off? Veritas Alta™ Recovery Vault is a cloud-based data retention service providing all the benefits of enterprise-grade security and data protection, eliminating the need to create and manage storage. The core of Veritas Alta Recovery Vault is NetBackup, the world's leading enterprise-grade data protection and security solution. With Veritas Alta Recovery Vault, you only pay for the storage you use, which is significantly reduced by end-to-end deduplication, enabling up to a 95 percent cost reduction. Veritas Alta Recovery Vault also provides enhanced security that protects against ransomware, has encryption in-flight and at rest, non-hosted database PaaS enabling automatic malware scanning, and the ability to leverage Veritas Alta Recovery Vault archive images for manual scans and instant visibility. Veritas Alta Recovery Vault offers immutable storage as well as an archive tier giving you the ability to choose the protection level and cost structure that works for you.
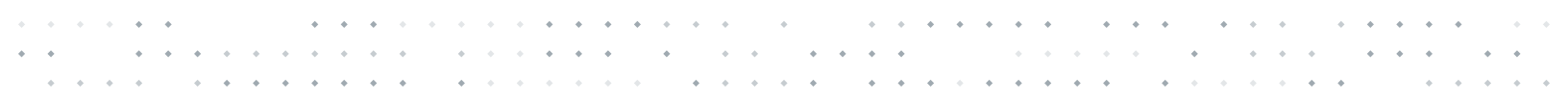
Veritas Alta SaaS Protection

SaaS removes the burden of closely monitoring the CPU, memory, storage utilization, and availability to ensure and optimize operations. This, however, does not relieve you of the responsibly to ensure your data is secured and protected. As part of the Shared Responsibility Model, the responsibility for the security and protection of SaaS application data falls squarely with you.

Software-as-a-Service (SaaS) applications, once the exception, have become the standard approach for many enterprises. The ease of as-a-service offerings makes it easy for your lines of businesses to procure and stand up these applications, but they do not necessarily know how the data is protected or how it plugs into the ecosystem. This often creates a nightmare for you, since you are responsible for data protection. Veritas Alta SaaS Protection provides multi-layered protection for SaaS applications, along with enterprise-grade performance and scale. It contains the following components:

- Single-tenant architecture with reserved dedicated resources and no chance of *data crossover*

- Tight integration with Azure Active Directory

- End-to-end encryption in transit and at rest

- Granular role-based access control (RBAC) to assign which users are granted which privileges on which data

- IP allow/deny lists, private VNet, access control lists (ACLs), and multifactor authentication

Summary

When moving to or running applications in the cloud, it is vital to remember that you are responsible for the security and protection of your data. If your data is critical, you need enterprise-grade security and data protection. When selecting a security and data protection solution, you must ensure that the cost and recovery times meet your business objectives.

To be confident that your data is secure and protected, and that you can rapidly recover, use Veritas Alta Data Protection for NetBackup Cloud Workloads, and Veritas Alta SaaS Protection. These solutions extend the CSPs security, cyber resiliency, multi-cloud visibility, and control, with lower TCO. They are designed to cost-efficiently secure and protect mission-critical data in the cloud at scale.

Veritas Alta Data Protection for NetBackup Cloud Workloads is powered by Cloud Scale Technology, a cloud-native, elastic architecture design for modern workloads that need to be highly scalable, flexible, and resilient. It is an extension of NetBackup and will protect your data in the cloud, hybrid environments, and multi-cloud environments. Veritas Alta SaaS Protection provides multi-layered protection for SaaS applications, along with enterprise-grade performance and scale, and provides enterprise-grade hardened security.

1 VansonBourne: Veritas—Transformation Gap Research September 2022

About Veritas

Veritas Technologies is a leader in multi-cloud data management. Over 80,000 customers—including 95 percent of the Fortune 100—rely on Veritas to help ensure the protection, recoverability, and compliance of their data. Veritas has a reputation for reliability at scale, which delivers the resilience its customers need against the disruptions threatened by cyberattacks, like ransomware. No other vendor is able to match the ability of Veritas to execute, with support for 800+ data sources, 100+ operating systems, 1,400+ storage targets, and 60+ clouds through a single, unified approach. Powered by Cloud Scale Technology, Veritas is delivering today on its strategy for Autonomous Data Management that reduces operational overhead while delivering greater value. Learn more at www.veritas.com. Follow us on Twitter at @veritastechllc.

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