Defeating Ransomware: Orchestrated Resiliency with NetBackup Instant Rollback

As cybercriminals rapidly develop new ways to circumvent even the most robust frontline security, the threat of ransomware attacks on the enterprise is growing at a breakneck pace.

By 2031, it's predicted that a business will fall victim to a ransomware attack every two seconds, with attacks costing victims more than $265 billion USD annually. [1] Already, 25 percent of organizations report having been victims of ransomware attacks more than once.[2]

Accelerated digital transformation spurred by the COVID-19 pandemic has created a gap between the ransomware threats organizations face and their data security solutions. While 96 percent of business leaders rank ransomware as a critical threat to their business, 64 percent of senior IT executives admit their companies' security measures haven't kept pace with mounting IT complexity[3].

The potential damage from ransomware attacks goes far beyond financial loss or reduced productivity. Your company's reputation may suffer irreparable harm as customers and investors question your ability to effectively manage and protect data. Individual reputations are at stake, too: A poorly handled ransomware attack can be a career-ending disaster for an IT leader.

The question is not if your organization will be hit by ransomware, but when—and how you'll recover from an attack when it occurs. Using a platform that offers speed, flexibility, and ease of use can prevent catastrophic impacts from a ransomware attack.

Rapid Recovery

When ransomware strikes, your first concern is getting back up and running as quickly as possible. Yet more than one-third (38 percent) of senior IT executives report downtime lasting five days or longer following a ransomware attack. Many solutions require time-consuming manual steps, which can delay recovery for days.

NetBackup 9.1's new Continuous Data Protection low-impact backup and Instant Rollback capabilities for VMware are uniquely capable of providing integrated protection with zero downtime—and facilitating speedy recovery from a ransomware attack. These capabilities help your organization restore data directly to the production environment, standing up anything from an individual server to an entire data center in a matter of minutes—with up to a 99% reduction in restore time compared with traditional recovery methods.

Flexibility

Swift recovery from ransomware attacks requires as many options as possible, including recovery from single files to entire systems to bare metal. You also need the ability to recover back in place or to alternate systems, up to and including recovering an entire data center on demand in the cloud from de-duplicated data.

NetBackup 9.1's Instant Rollback feature provides all the options you need to support recovery time (RTO) and recovery point objectives (RPO). Automation effectively and efficiently recovers complex systems across diverse and dispersed infrastructure, including cloud, physical, and virtual environments, and modern containerized apps. Use APIs to create customized plans for specific recovery events. Develop multi-tiered recovery Service Level Objectives (SLOs) based on the specific RPO needs of different application tiers, minimizing data loss.

The number of servers involved in a ransomware incident is key to the speed of recovery. With some recovery solutions, more servers simply mean more delay. A scalable recovery solution ensures you can restore data quickly, no matter how widespread the attack or how large your organization. With NetBackup 9.1's Instant Rollback feature, bulk recovery can restore numerous servers in seconds.

Ease of Use

In the chaos of responding to a ransomware attack, a recovery solution that's simple to use can reduce stress for IT teams. NetBackup 9.1 is designed with the user experience in mind. It's the only solution that gives users complete, customized control over the entire data center recovery plan.

NetBackup 9.1's unified platform provides a single, centralized control point, built for and in collaboration with VMware. Manage capabilities from a single application and set the recovery process in motion with just a few clicks, whether standing up one machine or 100,000. The unified web UI lets you access and manage the data lifecycle and supports easy, rapid restore to and from anywhere.
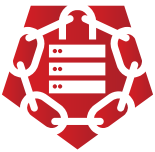
Don't Let Ransomware Hold Your Organization Hostage

A successful digital transformation requires transforming your approach to security. NetBackup 9.1 with Instant Rollback provides the orchestrated resiliency the enterprise needs to rapidly recover all affected systems and secure mission-critical apps and data.

With the speed, flexibility, and simplicity to recover from a ransomware attack in seconds instead of days, the new NetBackup 9.1 offers the protection your organizations need in this new normal.

To learn more about how NetBackup can provide you with peace of mind against ransomware, request a call from our sales team, https://www.veritas.com/form/requestacall/requestacall. Or, download a trial version today: https://www.veritas.com/form/trialware/netbackup.

1. Cybersecurity Ventures

2. Wakefield Research

3. Wakefield Research

4. Wakefield Research

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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