



Debunking the Myths of Multi-cloud to Achieve 360 Data Management

David Noy
Vice President, Product Management
Veritas

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The truth in information.

Who is Veritas?

90%

Of the Global Fortune 500 trust
Veritas Technology

10 of 10

Financial Services, Healthcare, &
Telecommunications Companies

LEADER

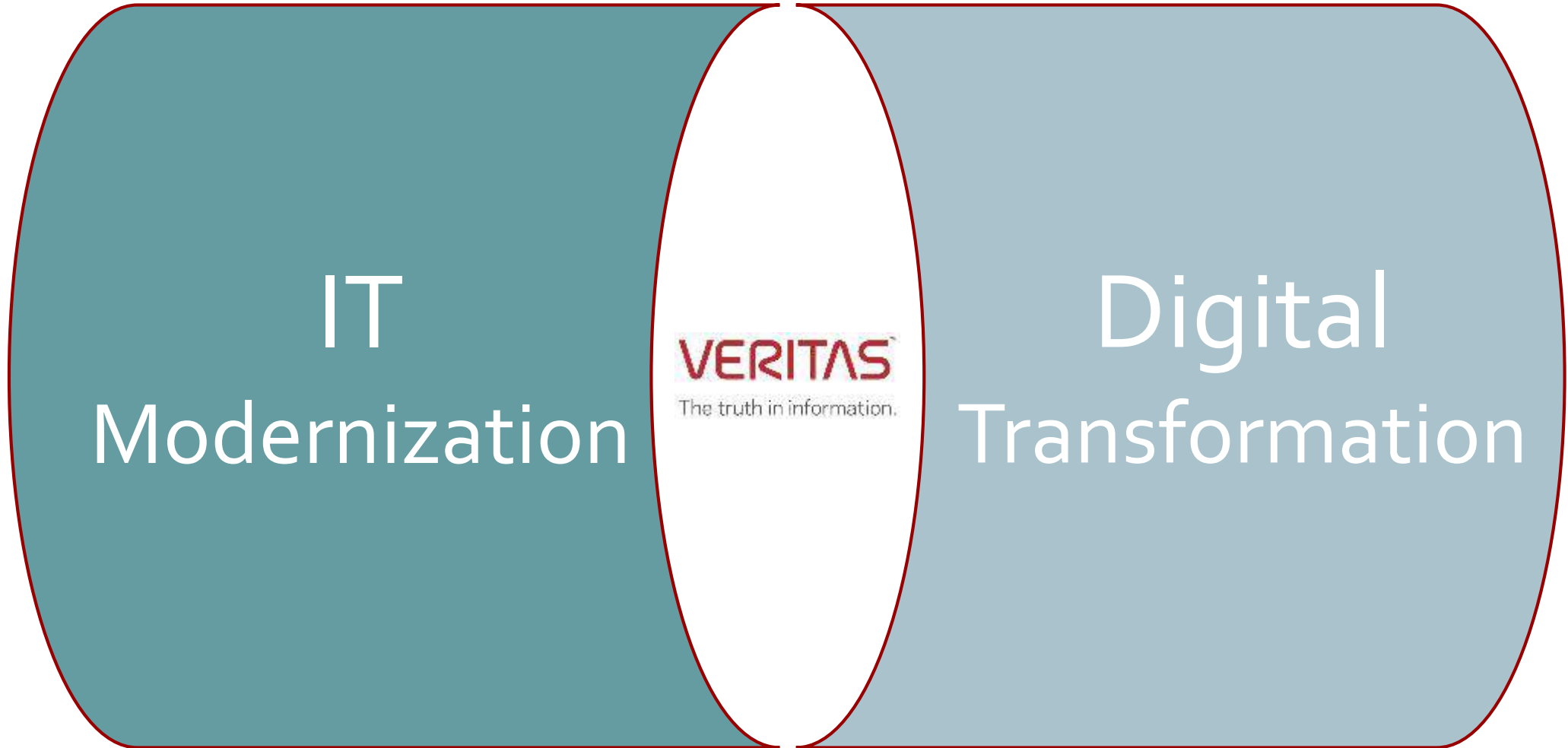
15x Gartner Data Protection MQ
13x Gartner Data Archiving MQ

Data Management
SOFTWARE
(No HW Agenda)

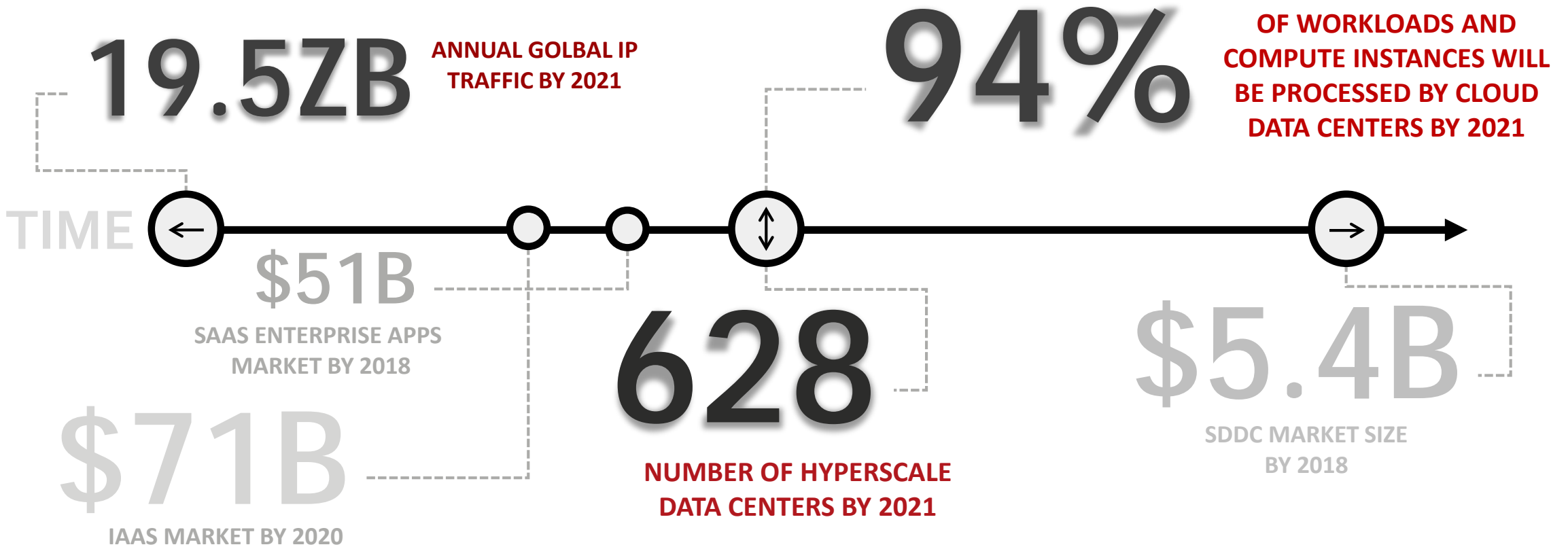
Diverse Workloads:
Physical, Virtual, Cloud,
Big Data

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Information.
#TransformYourBiz

There are two key things happening in Public Sector today



IT Modernization: Is it Enough?



**Lowering Costs and Boosting Performance/Agility is
ONLY ONE PART OF THE EQUATION**

Digital Transformation: What is it?

- **Not a technology** or way of developing systems
- Move from information TECHNOLOGY to **INFORMATION** technology
- Breaks down system and organization silos
- Streamlined **data access** for analytics and decision making
- **Digital organizations are driven by data**



INFRASTRUCTURE
IS IMPORTANT, BUT

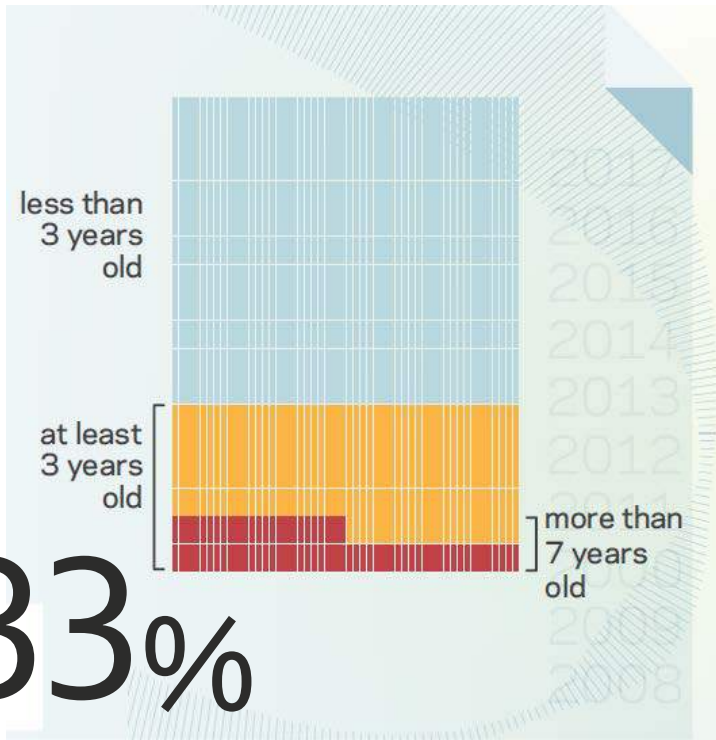
INFORMATION IS WHAT MATTERS

CUSTOMER ENGAGEMENT REQUIRES A **FOCUS ON INFORMATION.**

VERITAS IS UNIQUELY POSITIONED AT THE **NEXUS**
of
IT MODERNIZATION
and
DIGITAL TRANSFORMATION

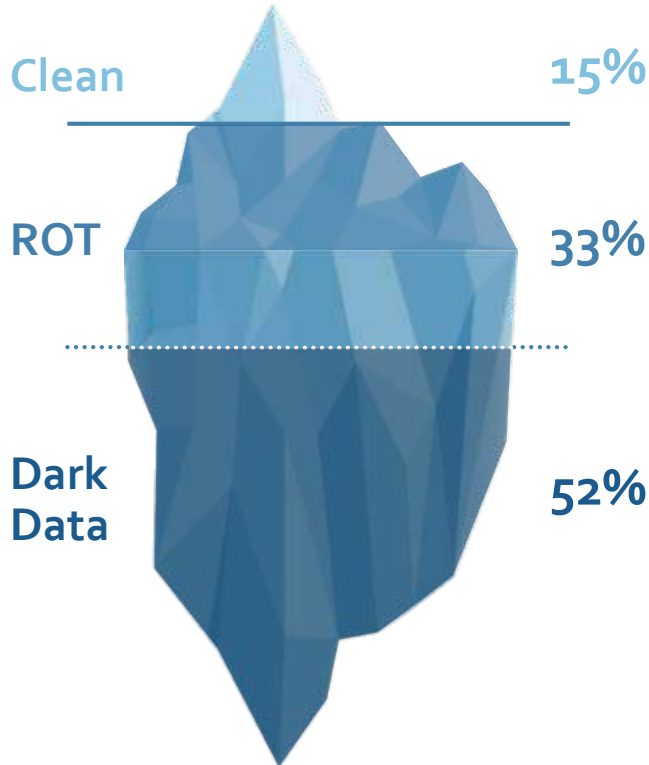
Over 50% of enterprise data is dark data

Much of it goes untouched and unleveraged.



Data Genomics Index, 2017

We don't have a clue what most of it is.



The Global Databerg Report, 2016

But, we know a good chunk should be deleted.

3 out of 4

Office professionals admit to storing items that could be harmful to their organization

The Data Hoarding Report, 2016



Unstructured Data Growth



2013: 67%



2015: 74%



2017: 80%



Unstructured Data
Total Worldwide

The Challenges Will Only Get Worse

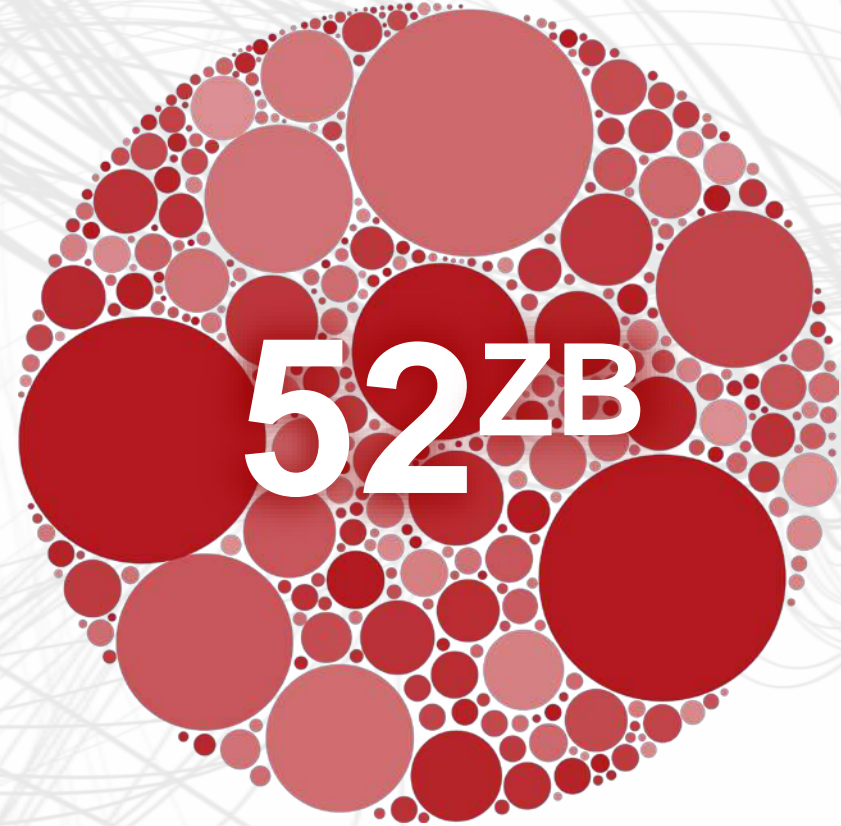
Relentless Data Growth

Primary drivers:

- Unstructured data
- Big data and web-scale workloads
- IoT

6ZB

2014



2020

NOTE: 52ZB = roughly 150,000,000 years of continuous HD video content

Source: The Cambrian Explosion of Data

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And the Landscape is Increasingly Complex

Multi-Workload



Multi-Tool



Multi-Cloud



Multi-Storage



Protect. Data. Everywhere. The Right Way.



To the Cloud

Optimized, secure data transfer, fastest dedupe



In the Cloud

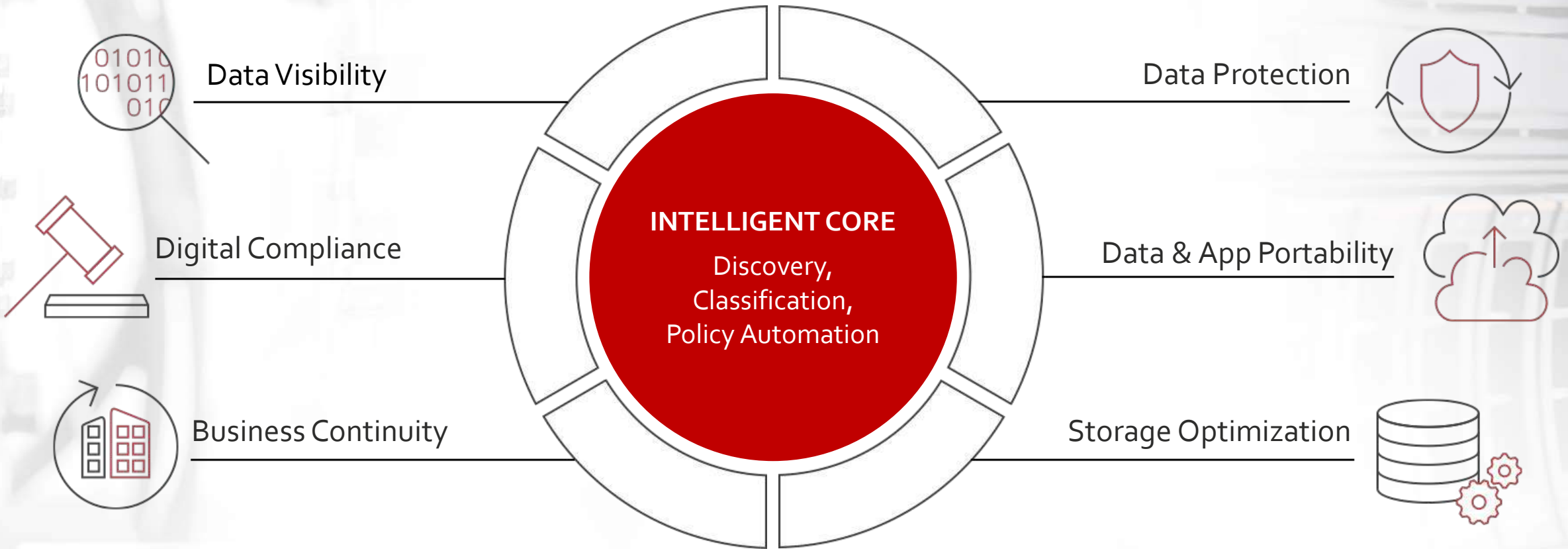
Cloud-native snapshots, centralized management



Between Clouds

Multi-cloud support, cloud to cloud failover, replication

The answer: Veritas 360 Data Management for Cloud



Veritas Truth in Cloud Research 2017: Context

What misconceptions are out there?

- 1 Legal review of CSP customer agreements
- 2 Global survey across 13 countries

1,200
Respondents

13
Countries

96%
w/ 1,000+ seats

10+
Major Industries

Conducted in July/August 2017 in conjunction with
Vanson Bourne

Misconception #1

My cloud provider is responsible for protecting our data in the cloud

47% Backup all data in the cloud

39% Backup only business-critical data

68% Use a backup option from CSP

Truth in Cloud Research Report 2017

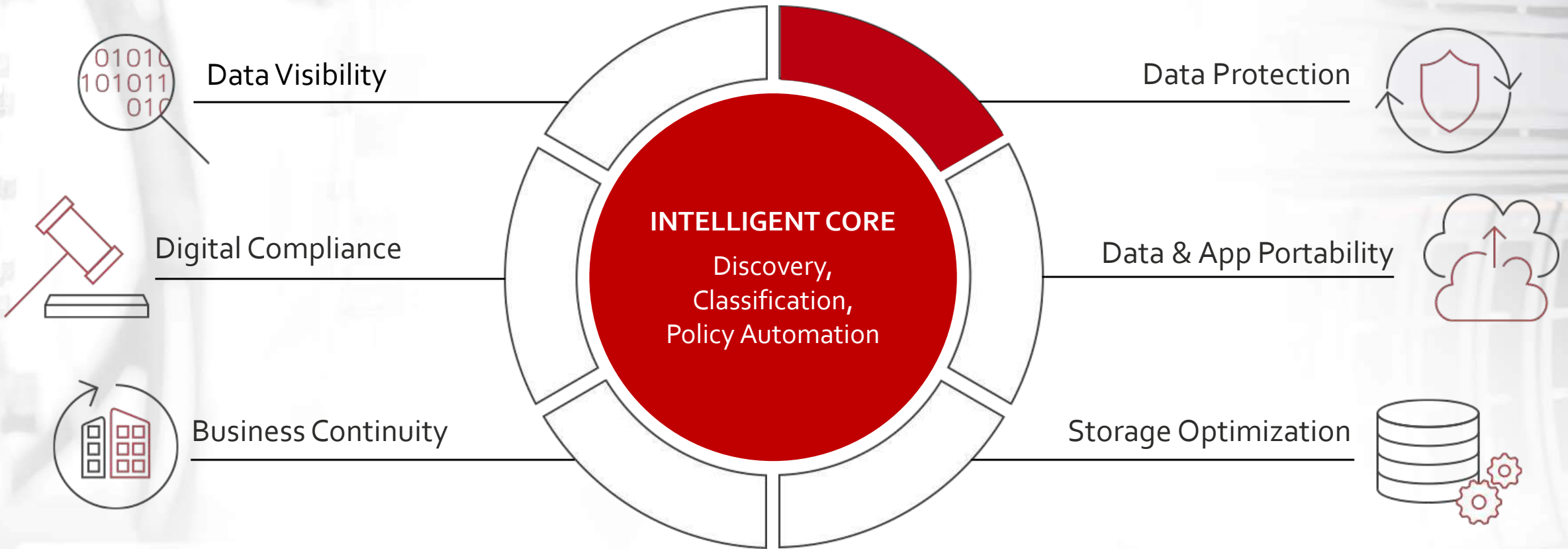
Misconceptions About the 'Cloud' Abound

“I’m in the cloud, I don’t need to protect my data”

You are responsible for properly configuring and using the Service Offerings and **taking your own steps to maintain appropriate security, protection and backup of Your Content,** which may include the use of encryption technology to protect Your Content from unauthorized access **and routinely archiving Your Content.**

- Excerpt from Major CSP’s Customer Agreement

The answer: Veritas 360 Data Management for Cloud





Secondary Data Is Your Organization's Most Under-utilized Asset

The Future of Data Protection: Intelligence

Self-Optimizing

Self-Analyzing

Self-Configuring

Self-Remediating

Self-Healing

Self-Servicing

Misconception #2

My cloud provider is responsible for application uptime in their cloud

83% Feel CSP protects against outages

55% Feel WL uptime is CSP responsibility

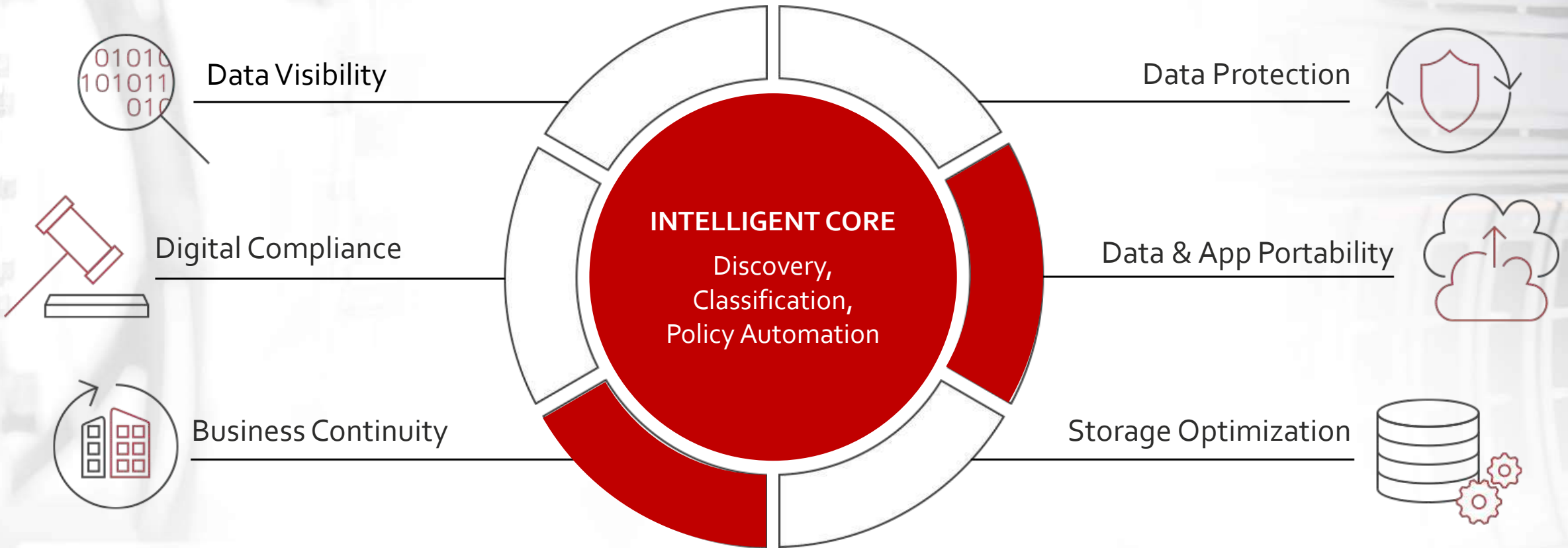
36% Have experienced an outage

73% Report having experienced downtime

Truth in Cloud Research Report 2017

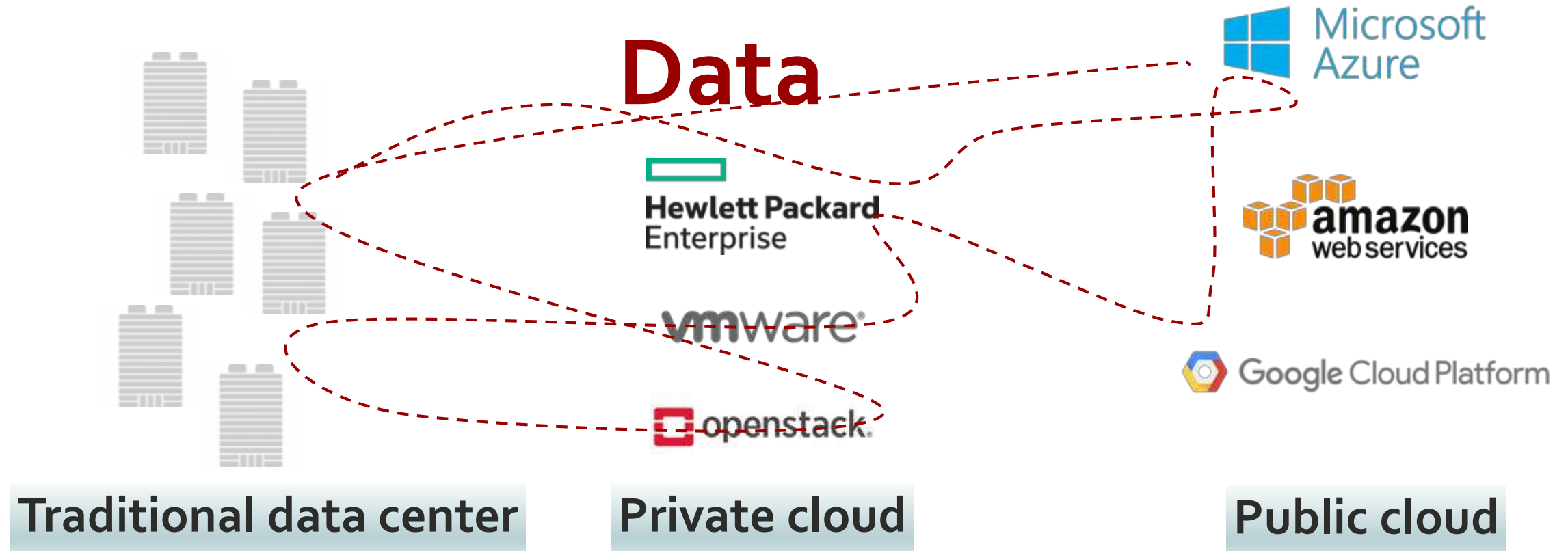


The answer: Veritas 360 Data Management for Cloud



The Reality: Multi-Cloud

Without the right strategy, multi-cloud can be a complex mess



Veritas Resiliency Platform



ORACLE®



SAP®

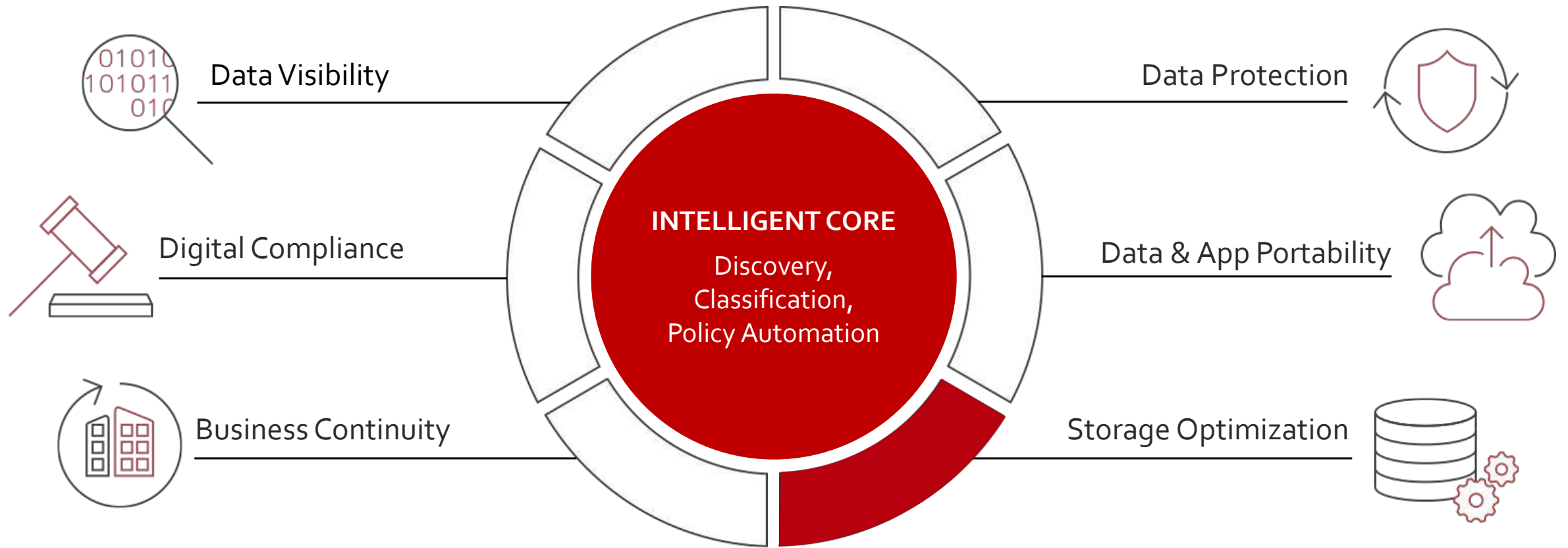
How do you accomplish this “lift and shift” without jeopardizing performance, resiliency, and scale?



Public Cloud

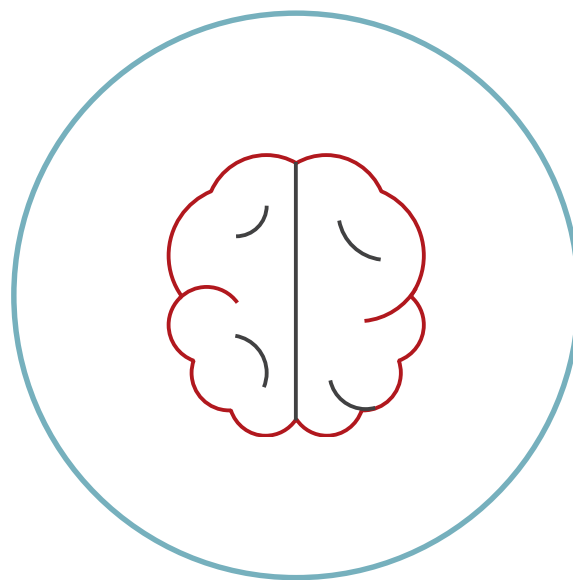


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Buying Cycle of Doom





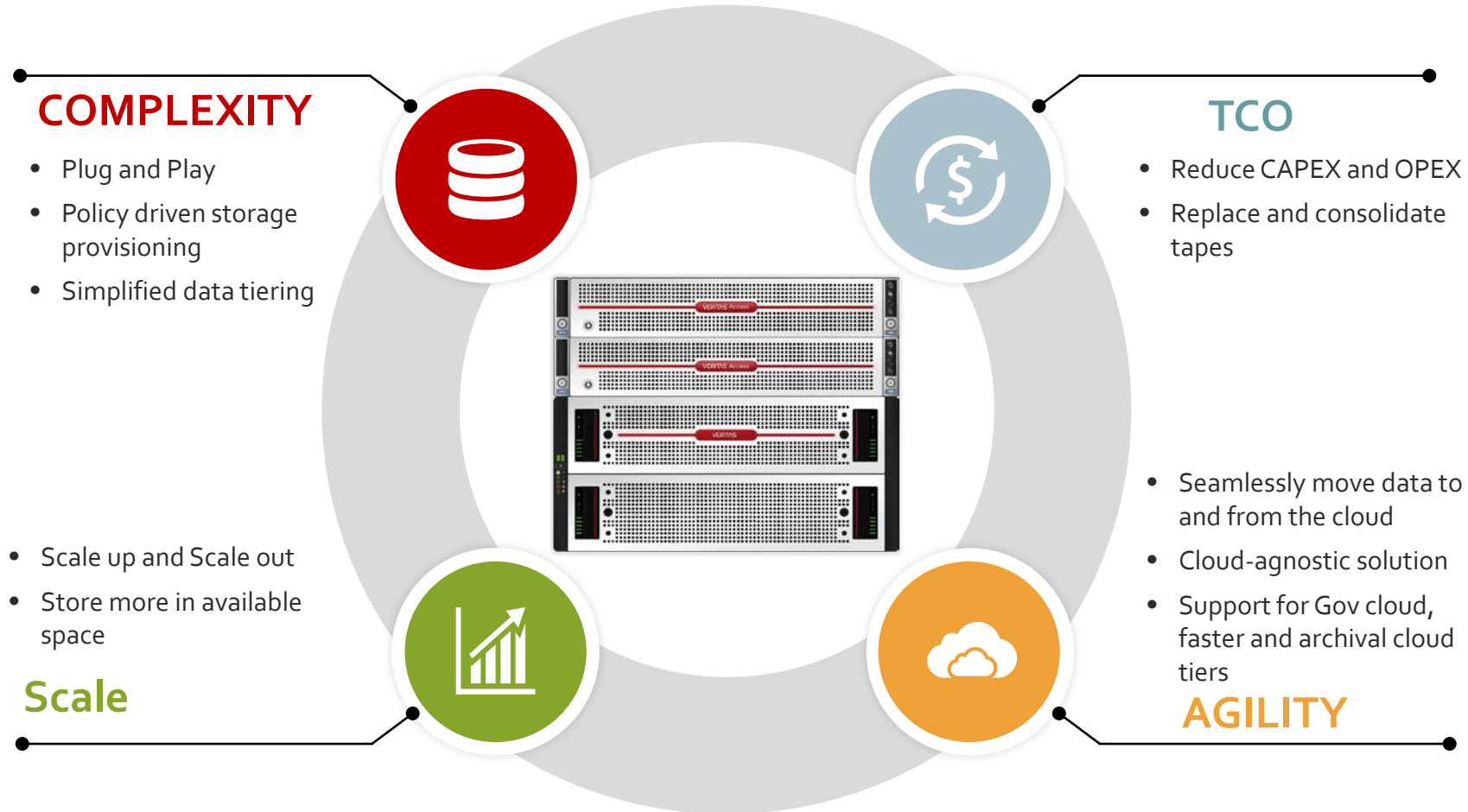
Smarter Software-defined Storage

Commodity
hardware

No 3-year
refresh

Just works,
evolves

Veritas Vision & Strategy | Veritas Access appliance solves...



Scalable, resilient, and cloud-enabled cost-effective appliance for Optimized Backup

Misconception #3

My cloud provider is responsible for all data privacy and compliance regulations

My organization's cloud provider takes care of all **data privacy** and **compliance regulations**

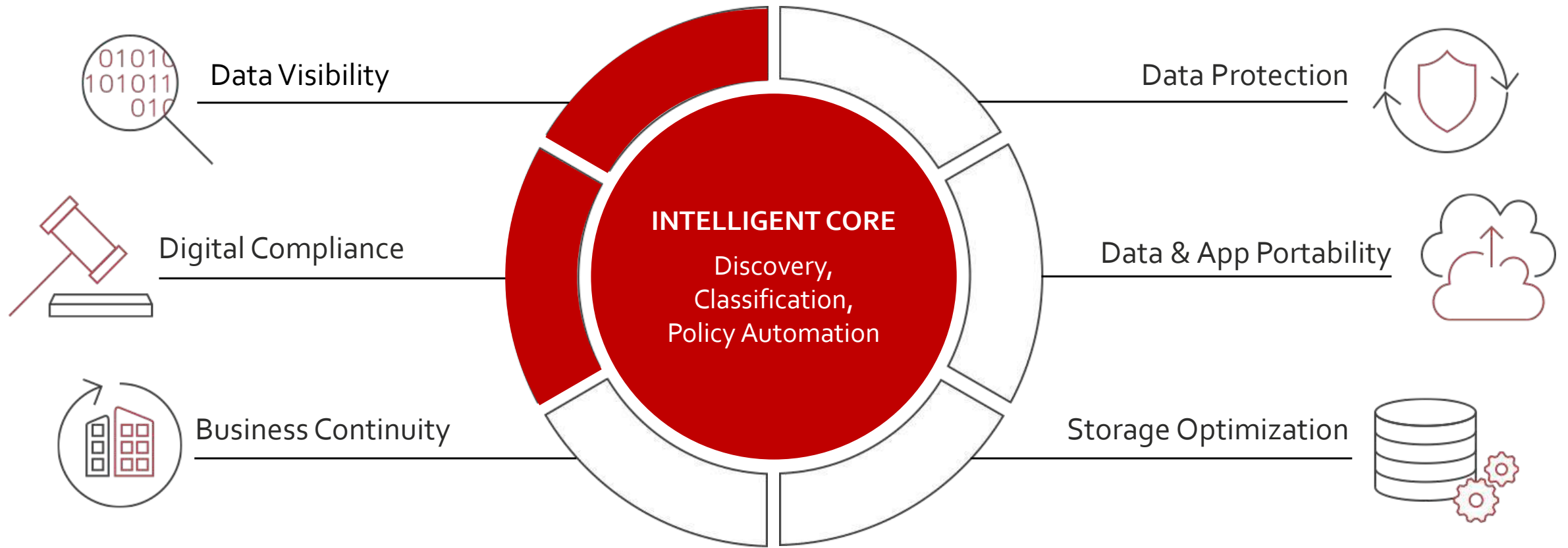
76%
agree

...the responsibility of **compliance auditing** lies primarily with the cloud service provider

For 38%
of organization's...

Truth in Cloud Research Report 2017

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Automate Policy Management

Leverage metadata to inform policy application and automation; improve governance



Retention Policies



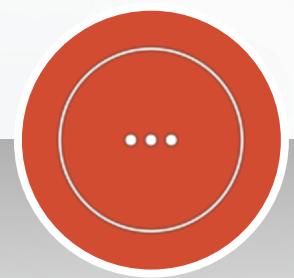
Deletion Policies



Provisioning Policies



Access Policies



Etc.

Visualize Your Data

NetBackup & InfoMap

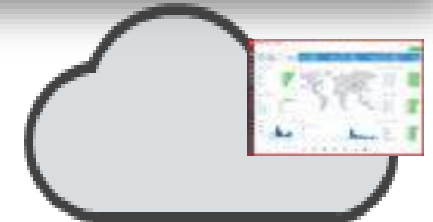


At Sky, Veritas Information Map allowed us to quickly identify opportunities to increase efficiencies."

– David Kerr, Storage Backup and Support Manager



NetBackup
Metadata



Information Map

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Veritas Vision & Strategy | Long-Term Retention: A Necessary Evil

38% Retain Data 1-6 Years

20% Retain Data 6+ Years



Patient lifetime



Lifetime of the life insurance policy, plus 6-10 years



>30 years for design records (lifetime of aircraft)



75 – 100 years for R&D records, applications



>50 years for subsurface exploration data

Where we are going...



Announcing-TODAY

Natively
integrate and
customize
data
protection

NetBackup 8.1.1

- Simple and Open – RESTful APIs to allow simple native integration of NetBackup with external applications, allowing more customized and integrated solutions.
- Security first – FIPS certified encryption, AES 256 protection, prepared security templates (DISA STIG ready)
- Scalable –scales natively in legacy and next generation network environments.
- Cloud Ready – Integration with Veritas Cloud Point unifies multi-cloud, physical and virtual protection from a single console.

Announcing

Data
protection in
a single,
integrated
solution

Veritas Flex Appliance

- Consolidate multiple data protection deployments into a single appliance, reducing infrastructure complexity
- Reduce the deployment of on-demand data protection services from days to minutes in response
- Simplify tiering to on-premises, public, hybrid or multiple clouds to increase data protection and reduce costs

Announcing

Long-term
data
retention and
archiving

Veritas Access Appliance

- Faster deployment for Veritas Access scale-out network attached; easily enable managed Infrastructure-as-a-Service (IaaS)
- A cost-optimized solution for high-capacity workloads, such as long-term retention, tape replacement and backup archiving
- Improved policy-based tiering of information to the cloud to increase security and reduce costs

And Featuring...

Cloud-native Data Protection

Veritas CloudPoint 2.0

- Single dashboard visibility across multiple clouds
- Automated discovery and backup-no need to install agents
- Application-consistent snapshots for a wide range of applications
- Granular search and near-zero recovery down to the file-level
- Classification and deletion of Personally Identifiable Information

Data management is YOUR responsibility in the hybrid, multi-cloud world

1

Protect Data Everywhere

The RIGHT way



2

Gain Uptime Predictability

Gain control



3

Simplify Migration Strategy

Move at your pace



4

Don't Lose Sight of Your Data

Reduce risk and cost



Thank you!

David Noy

David.noy@veritas.com

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