



Taking a 360 Data Management Approach.

For complete data visibility, companies must seek a solution that addresses data protection, migration, storage optimization, business continuity, and compliance.

As IT leaders maintain multiple cloud instances—public, private, and hybrid services—they face several challenges. Primary among them is how to manage growing data silos to deliver the business intelligence that will increase competitiveness. In addition, IT leaders are confronting unnecessary storage costs for unused data, inconsistent protection, and complicated migration paths for moving workloads between clouds.

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In general, massive data stores are partly the result of inexpensive cloud storage as well as organizations' choosing to keep all the data they capture. With this accelerated data growth, C-suite leaders must now address issues involving data visibility, security, and compliance. In general, well over half of the data captured is unstructured and stored in multiple locations, severely compromising manageability.

This has led to a situation in which business productivity, performance, and operations efficiency—which all depend on actionable data—can be adversely affected. The issue is further compounded by insufficient cloud standardization and the limitations imposed by proprietary metadata and exclusionary cloud policies. As a consequence, IT teams often lack cross-cloud transparency and the ability to easily migrate workloads between clouds or on-premises environments.

“Three-quarters of enterprises are already using multiple cloud providers, and almost a third are using four or more,” says Peter Linkin, Senior Director of Enterprise Marketing at Veritas. “They’re no longer just experimenting with a single cloud provider. But their data is spread across many different locations, each being somewhat proprietary. They work fine within their own environment, but they don’t maintain any collaborative sense. “If you don’t know what data you’ve captured, then how do you manage it? How do you know if your data’s risky or compliant? And how do you know if it’s efficiently stored?” he adds.

THE NEED FOR A 360 APPROACH

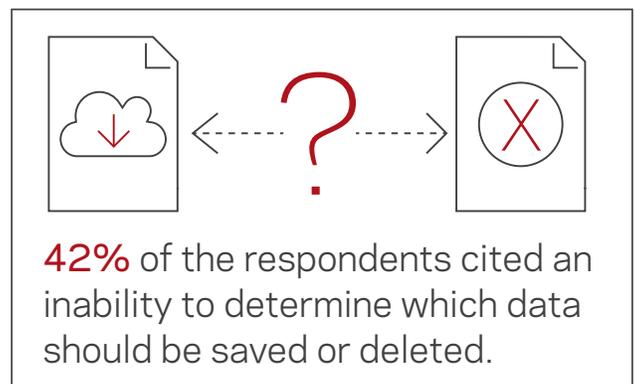
According to IDC, more than **85% of enterprise IT organizations**¹ plan to utilize multi-cloud architectures by 2018, driving up the pace of change in those organizations. To achieve greater visibility, more effective data analysis, and comprehensive management capabilities, companies are choosing a unified single platform to manage their large reservoirs of fragmented, unstructured data.

In fact, in a recent IDG Enterprise Research study on multi-cloud data management, 57% of the participating executives and IT leaders said they expect to adopt new tools to specifically manage data in a multicloud environment over the next 12 months, with 83% saying they are extremely or highly likely to consider an integrated solution. With a single platform in place, an organization can ensure visibility, protection, portability, optimization, business continuity, and compliance for all of its data.

Today’s IT leaders understand the importance of scaling data management and protection across an organization’s entire compute and storage system. By relying on a single, unified platform, these leaders can turn their multi-cloud environment into an extension of a holistic business strategy, instead of a discrete, stand-alone part of a company’s infrastructure. Once IT has gained a 360-degree view of an entire environment, it’s able to more successfully achieve workload portability across all sources—public and private clouds as well as legacy data centers.

DATA VISIBILITY

According to the **2017 Veritas General Data Protection Regulation**² (GDPR) report, nearly half (42%) of the respondents to a survey about the GDPR cited an inability to determine which data should be saved or deleted. Reliance on a unified platform with policy-based, contextual awareness enables IT to more effectively deal with data across its lifecycle. Insights into the types of data that organizations have on-premises or in the cloud lead to better decision-making and faster business execution. In addition, a 360-degree data management approach enables IT leaders to more easily view all their unstructured information, quickly distinguish stale data from sensitive data, and optimize the storage of each data asset.



DATA PROTECTION

For storing data in the cloud, service providers will guarantee high levels of uptime as well as ensure availability for all cloud services. However, organizations are responsible for protecting all the information that resides in multi-cloud repositories. IT leaders must ensure their own data security in a scalable, consistent, and manageable fashion. Having a single, holistic data recovery process that incorporates snapshot-based protection, automation, and single-click activation is critical. For IT teams already stretched thin, such an approach not only reduces complexity and avoids vendor lock-in but also ensures security through a unified platform that leverages the same policies and processes no matter where that data is being backed up.

DATA MIGRATION

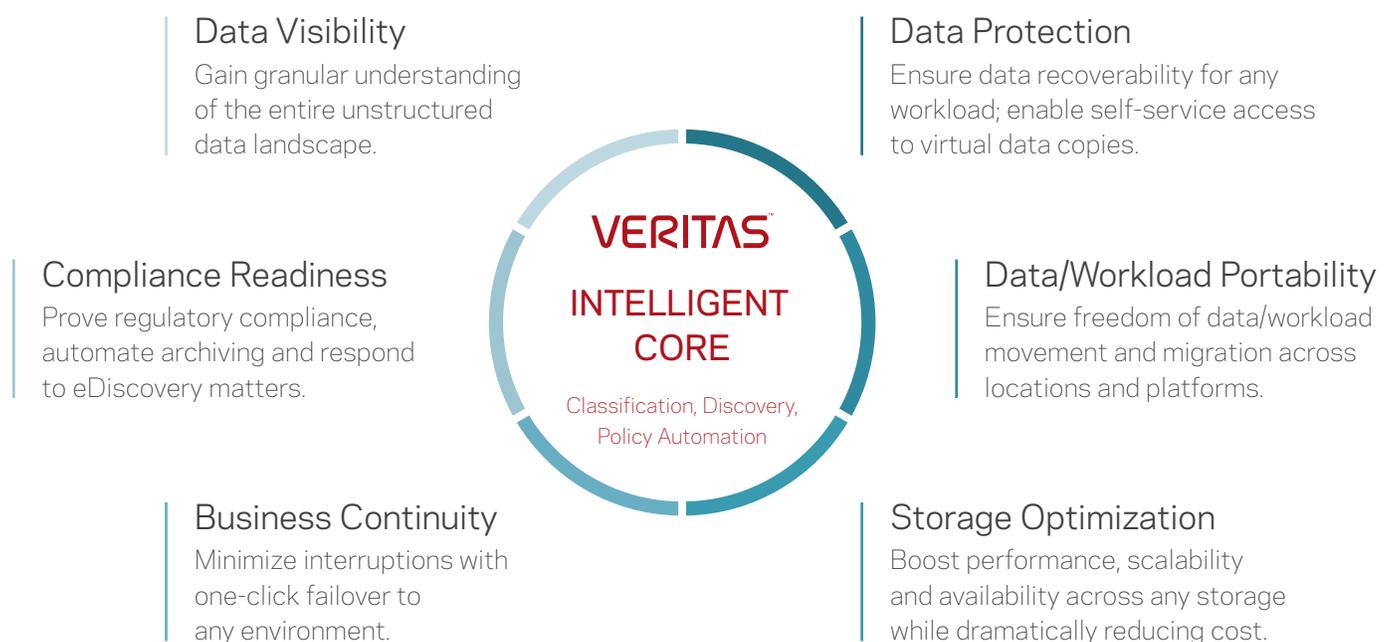
A single data management platform enables IT to seamlessly migrate data and apps, replicate efficiently, and move data to other environments as needed. In cases where a business environment has changed, workloads can be migrated back to on-premises.

In terms of applications, IT can initiate premigration testing to determine how an application will function in the cloud. Such capabilities ease the complexity within IT environments, by consolidating multiple functions into a single platform that offers the ability to identify data and ensure its integrity through protection, portability, storage optimization, business continuity, and compliance.

STORAGE OPTIMIZATION

Once an organization understands the data it has, both on-premises and in multiple clouds, it can rightsize applications and efficiently store data to improve access and performance as well as lower costs. By distributing the right workload to the right cloud storage tier, IT can ensure that it's allocating the most effective storage for that information, having made accurate decisions about deleting unused or redundant data.

360 DATA MANAGEMENT FOR THE HYBRID AND MULTI-CLOUD



BUSINESS CONTINUITY

Unplanned downtime can have serious repercussions for the bottom line of an organization and the value of its brand. With a single platform for multi-cloud data management, IT leaders can extend their data protection to the cloud, employing the same policies they use for their other servers. Moreover, a unified platform increases backup-and-recovery choices, providing not only greater elasticity and agility but also improved Opex spending. IT teams also gain self-service capabilities through customized portals for managing backups on their own schedule, maintaining visibility across all storage tiers, and recovering data from any available copy.

COMPLIANCE

It's critical to have the right tools in place to monitor and handle sensitive or personal data and to ensure up-to-date compliance. In fact, having a comprehensive, global picture of all data is the first step toward better compliance and risk mitigation. In general, when organizational leaders assess their current multi-cloud data management and control, they see room for improvement. Results from the IDG Enterprise Research study support this perspective, with only half of the participating IT leaders somewhat satisfied with their current capabilities. Greater visibility via one platform enables organizations to formally demonstrate that they're handling private data correctly.

Footnotes:

¹ "IDC FutureScape: Worldwide Cloud 2017 Predictions"

² "Veritas 2017 GDPR Report"

ABOUT VERITAS TECHNOLOGIES LLC

Veritas Technologies empowers businesses of all sizes to discover the truth in information—their most important digital asset. Using the Veritas platform, customers can accelerate their digital transformation and solve pressing IT and business challenges including multi-cloud data management, data protection, storage optimization, compliance readiness and workload portability—with no cloud vendor lock-in. Eighty-six percent of Fortune 500 companies rely on Veritas today to reveal data insights that drive competitive advantage. Learn more at www.veritas.com or follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

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