

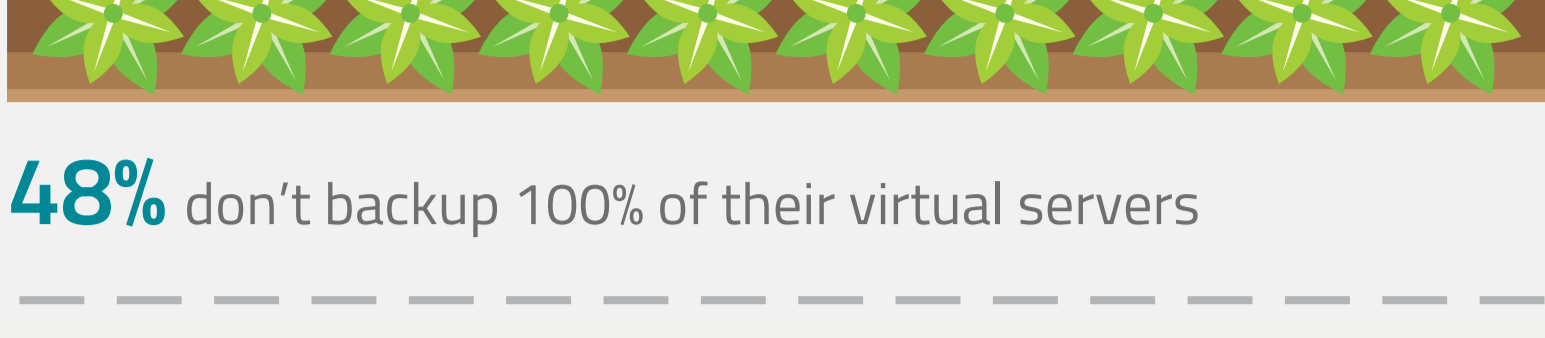
Can You Back It Up?

Your company depends on data to survive, grow and thrive.

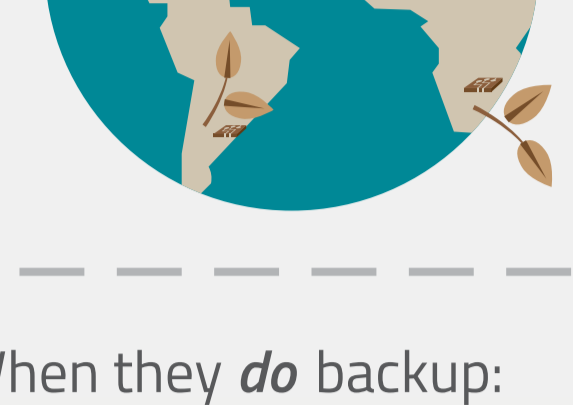
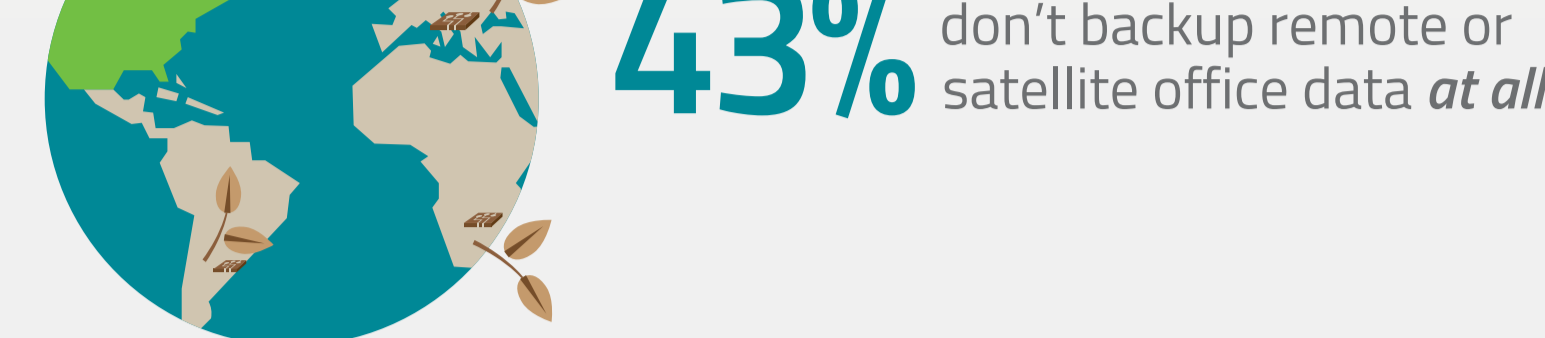


But many don't protect their data

44% don't backup 100% of their physical servers

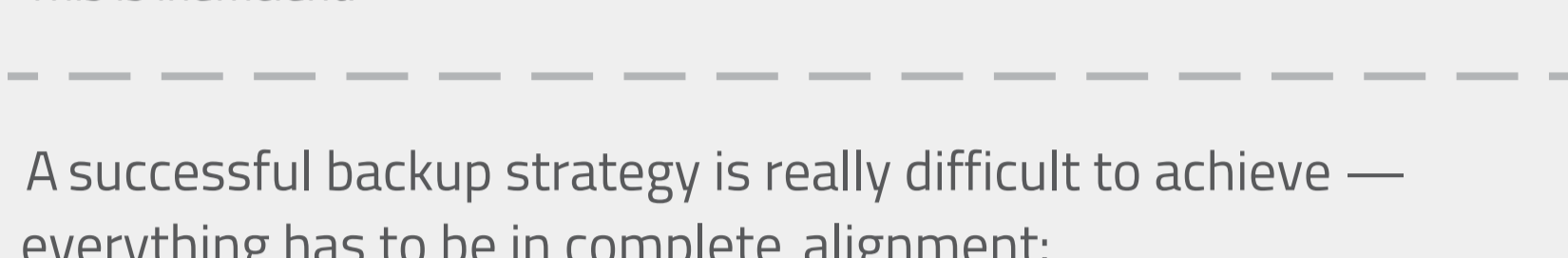


48% don't backup 100% of their virtual servers



43% don't backup remote or satellite office data *at all*

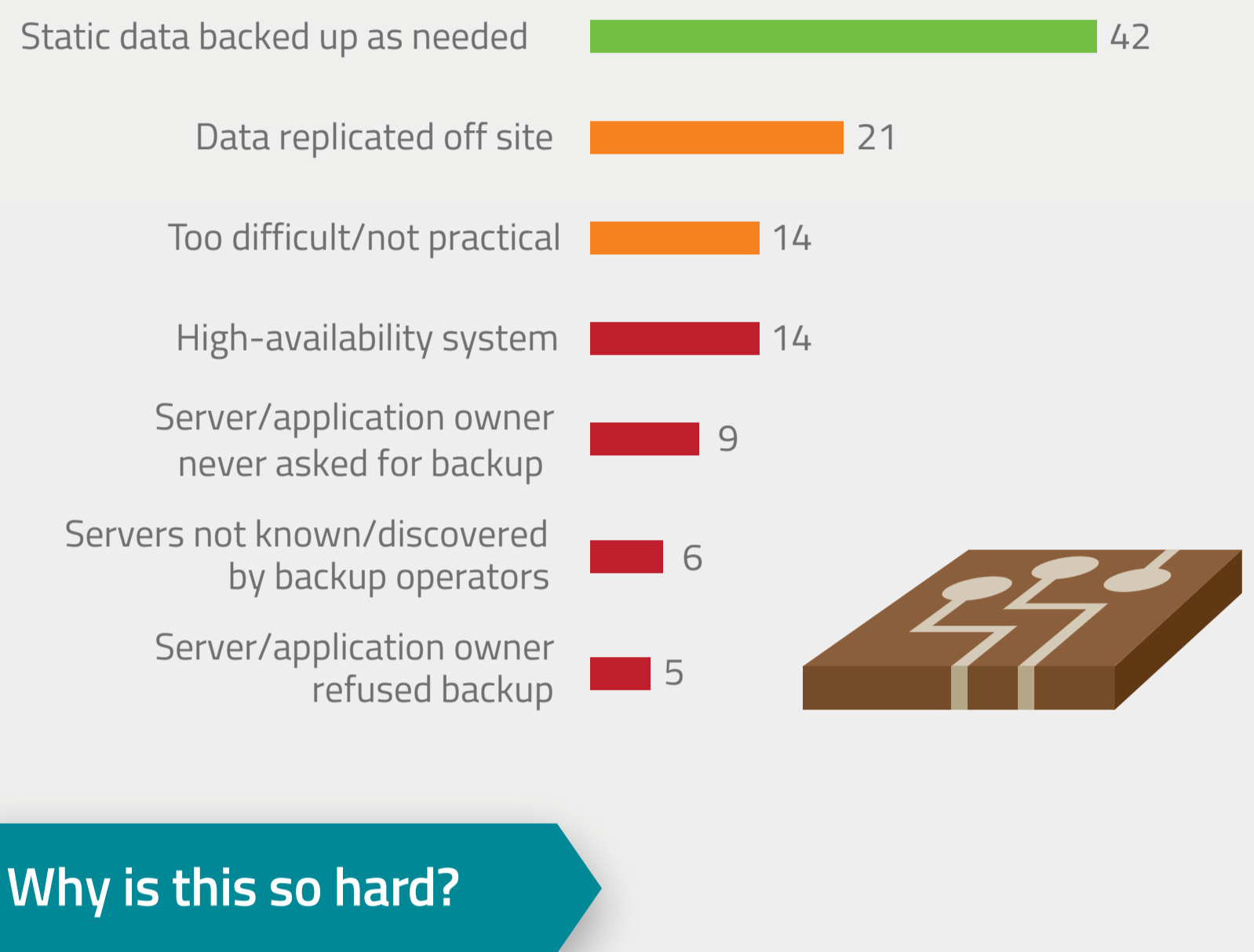
When they *do* backup:



A successful backup strategy is really difficult to achieve — everything has to be in complete alignment:



Why don't they backup on a regular basis?



Why is this so hard?

IT struggles to keep up with the growth.

Business data is growing at a rate of 1-2% per month in many segments. **TODAY, 10% OF BUSINESSES ARE DEALING WITH PETABYTES OF DATA!**

Compliance regimes with stringent, evolving regulatory requirements have made data protection more complicated than ever.



Balance between requirements (capacity, availability & maintenance) and cost is difficult to strike.

Backup administration is now a full-time position for many businesses and it's harder than ever to recruit & retain experienced engineers.



THE RESULT? A CRISIS IN CONFIDENCE

ONLY 27% of business professionals feel extremely confident in their ability to get business up and running again in a reasonable time frame after a major disaster takes out the main data center.

Use smart technology to avert the crisis

Leverage disk-based systems & eliminate dependency on slow, unreliable tape media.

Enable data mobility to replicate to secondary or tertiary sites.

Take advantage of deduplication and compression to reduce overall cost.

Only store the data you actually need so you can prioritize what's business critical over what's not.

Consider: Is the cloud for you? It's an option for some, but requires a ton of bandwidth to move data.

PARTNER WITH A SOLUTION PROVIDER

And get turnkey, fully managed backup & data protection tailored to *your* specific RPO/RT0.

- Delivered as-a-Service.
- No hardware to manage & maintain.
- Shift SLA responsibility to your partner.



Which means you can focus on growing your business.