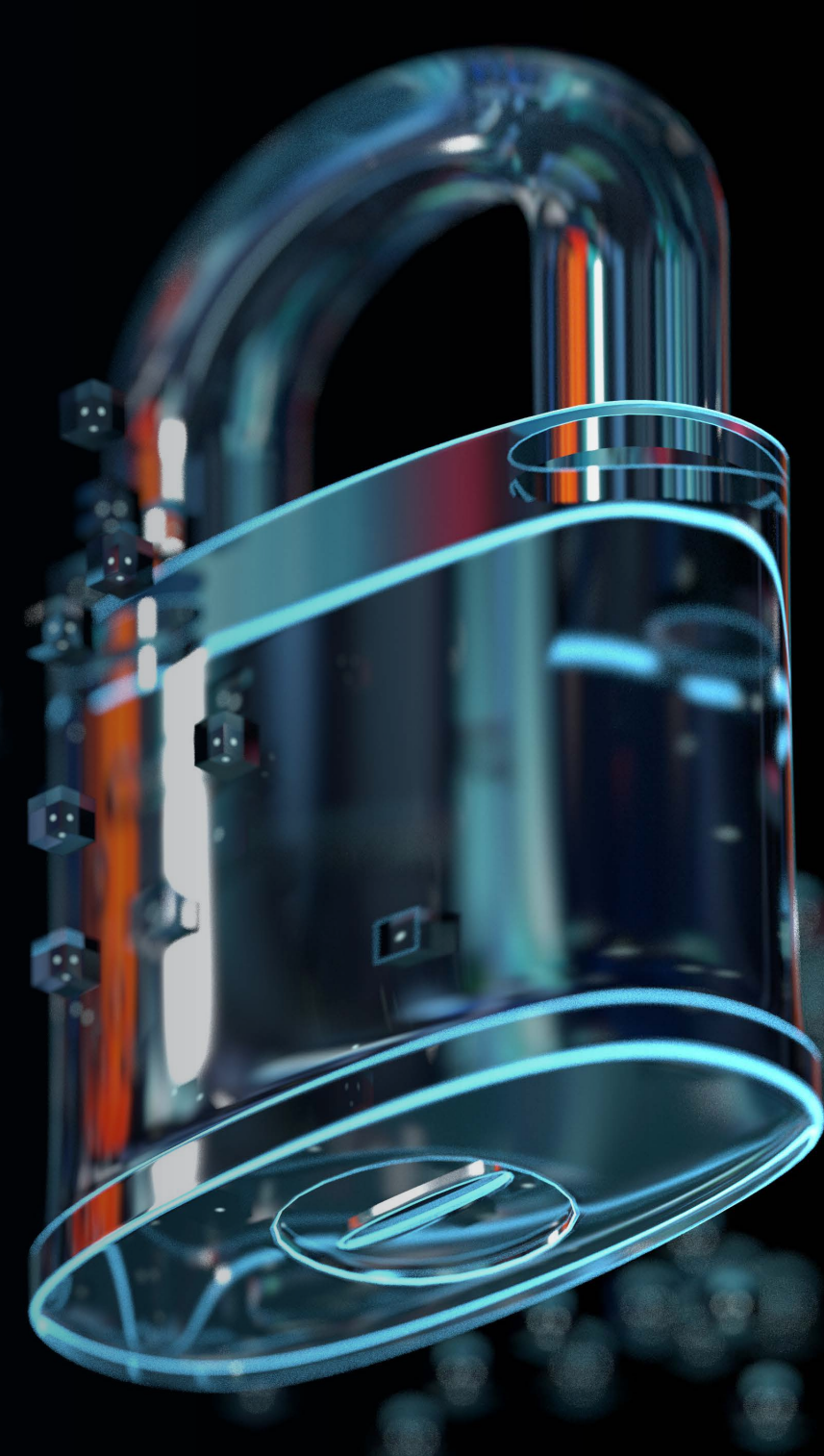


Defeating Ransomware: Ootbi by Object First

BEST STORAGE FOR VEEAM

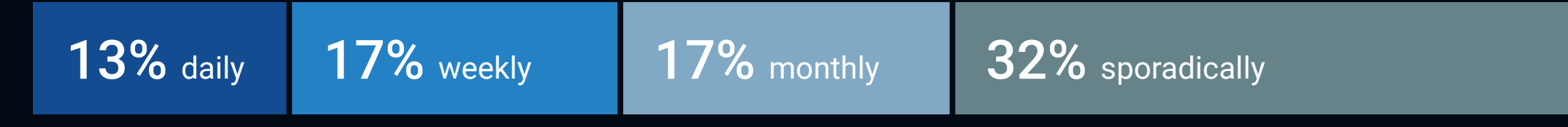
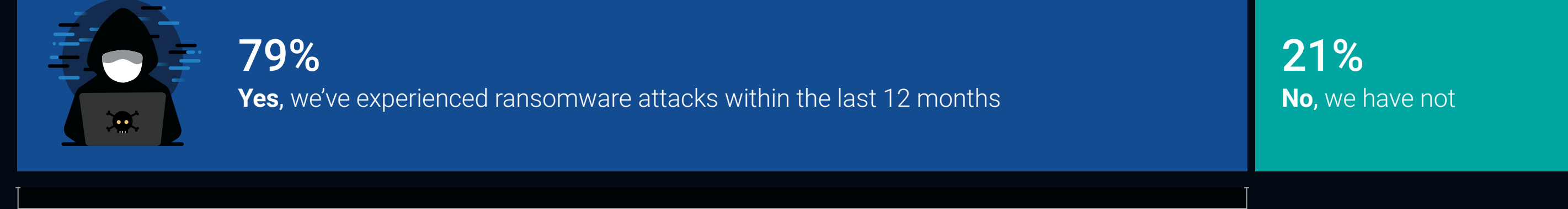
Cyber attacks are pervasive, and cyber-risk continues to increase as cybercriminals zoom in on backups and target the data protection infrastructure. This means that data protection solutions must include cyber-recovery, be easy to use, and also be cost efficient in these challenging economic times. **This is especially true in the mid-market where fewer IT resources may be available.** That's why Veeam customers should consider Object First appliances to stop ransomware in its tracks.



Ransomware Is the New Reality

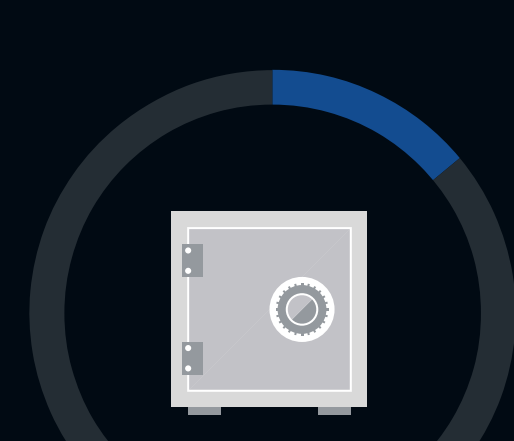
The scope of a cyber attack is expanding. It is not a matter of if, but a matter of when an organization will experience an attack. And it is not just production data that is targeted; now, backup copies are also being hit by ransomware. Midsize organizations tend to be more exposed to ransomware than their enterprise counterparts. This may be because only 34% of midsize organizations have a well-defined incident response strategy versus 49% in the enterprise.

» Has your organization experienced an attempted ransomware attack (successful or not) within the last 12 months? N=620



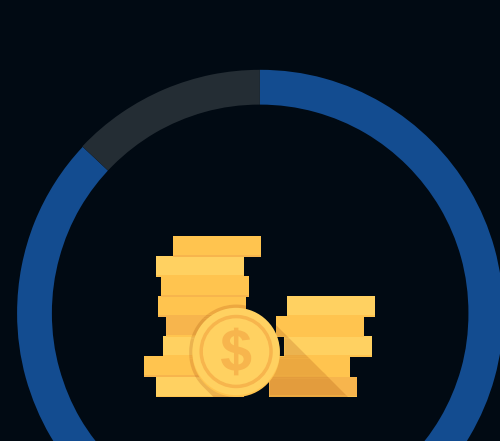
Nearly three in four of those organizations that experienced ransomware attacks were negatively financially impacted. N=485

» Paying a ransom does not guarantee that an organization will get all its data back



14%

of all organizations reported restoring 100% of their data after paying a ransom.



87%

of all organizations often experience additional extortion attempts after an initial attack.

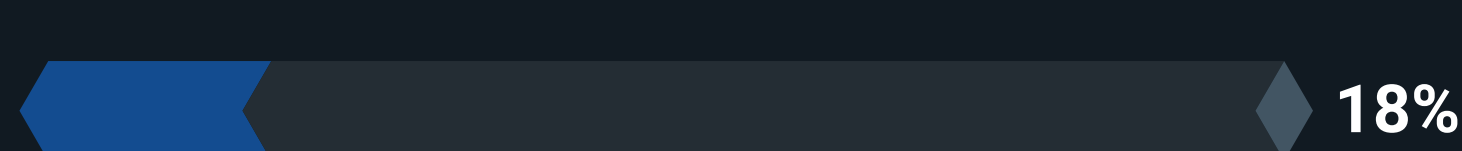


40%

of all organizations said backup infrastructure security plays a critical role as a preventative security control.

» Midmarket preparedness

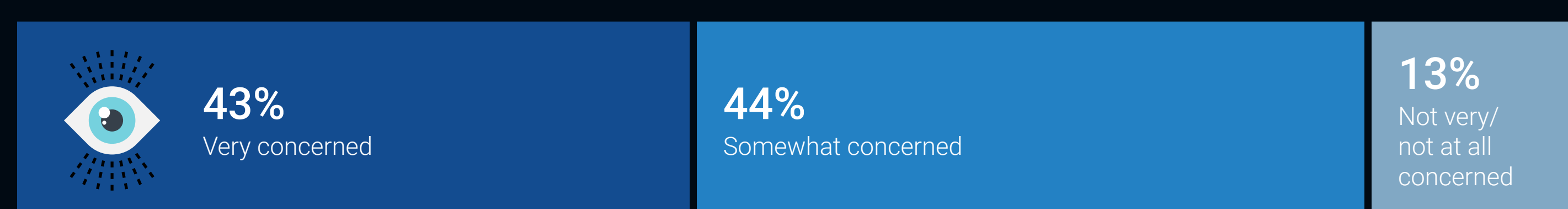
Midmarket organizations that are completely confident in their ransomware preparedness.



Midmarket organizations that have a well-defined incident response strategy that has been tested and executed in response to an attack versus 49% in the enterprise.



» Organizations' Concern that Backups Could Become Ransomware Targets N=620



Enter Ootbi by Object First: A Solution for Veeam Users to Combat Ransomware

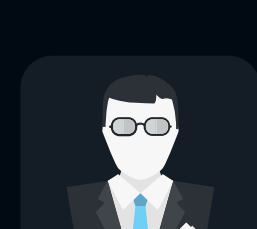
Ootbi was designed to help mid-market Veeam users with constrained IT resources combat ransomware. Their mission is to provide the best immutable backup solution as an appliance form factor, designed explicitly for Veeam using object-based storage.

» Key Ransomware Features The Market Expects

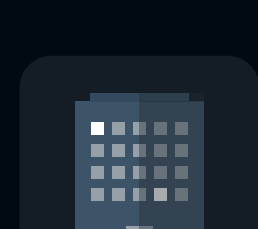
In order to defeat ransomware, a robust backup and recovery infrastructure is needed. Technology requirements cover a wide array of capabilities to match the challenge. N=620



» Who Is the Ootbi Customer?



Veeam customer



Mid-enterprise



Ransomware-proof



Up to 0.5 PB

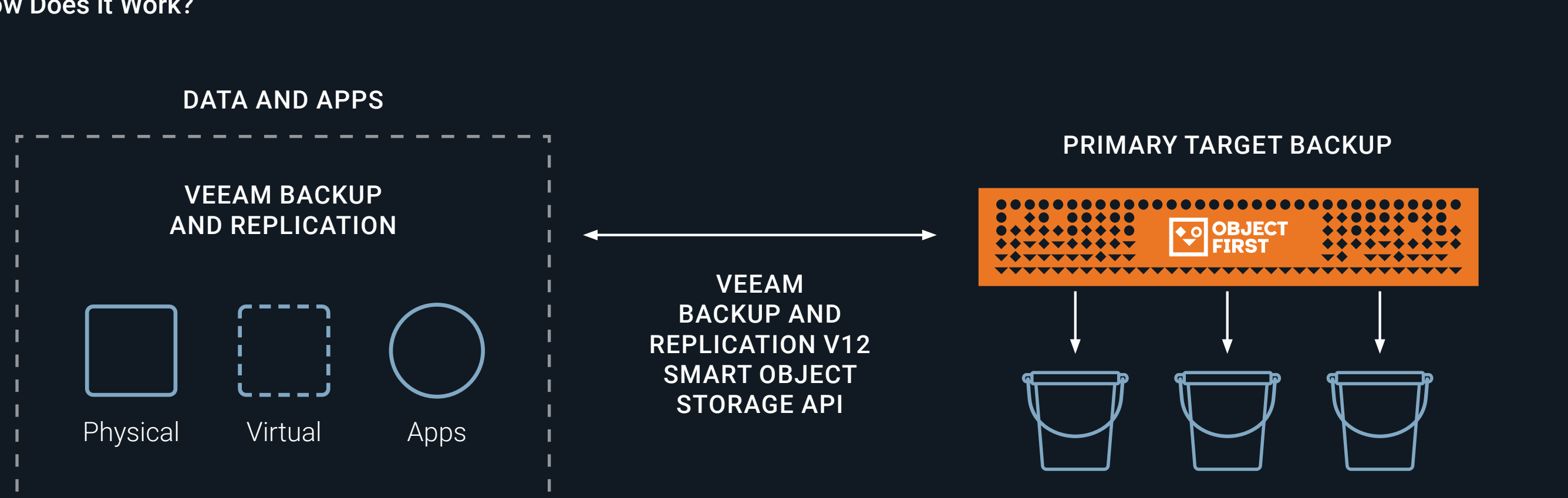


Simplicity



Hybrid/On-prem

» How Does It Work?



Best Storage For Veeam

Founded in 2022 by the co-founders of Veeam, Ootbi by Object First is designed for Veeam users in the mid-market and include key storage and data protection technologies to secure an organization's IT environment against ransomware and complement their Veeam platform.

» Top 10 Ransomware Features the Market Expects

- Created for midsize organizations with constrained IT resources.
- Enables true immutability; Ootbi provides Veeam users with defense through object storage.
- Veeam-integrated: Leverages Veeam's Backup and Replication V12 with Smart Object Storage API.
- Delivered as an appliance. No prior storage experience is necessary.
- A simple, intuitive user interface makes running management tasks quick and easy.
- Designed with performance capabilities to meet the workload requirements of midsize organizations.
- Designed to scale up to half a petabyte.
- Deployed on premises in 15 minutes.
- Easy integration into cloud-based long-term retention infrastructure (AWS, Azure, Wasabi, Backblaze).
- Live, 24x7x365 customer support organization.

Conclusion

Targeted cyber attacks and overall cyber-risks are escalating, placing additional burdens upon data protection professionals, particularly within midsize organizations. To be proactive in avoiding the impact of ransomware attacks, resource-constrained midsize organizations must make smarter purchases to avoid unexpected cost overruns from deploying disjointed, non-integrated solutions.

Modern protection solutions must have solid cyber-recovery and hybrid cloud protection capabilities and be quick to deploy, easy to manage, and cost-efficient. Object First has an ambitious vision for on-prem, ransomware-proof immutable storage that is simple, powerful, and affordable.

