An accelerated number of workloads are moving to the cloud as new remote working structures become prevalent and employers look to empower their employees with new technologies and collaboration tools to keep their business running.

It is true that most enterprises today have either started their cloud journeys or are leveraging cloud-native tools. When it comes to the cloud, the journey is as important as the final destination.

Understanding this journey and regularly assessing cloud-readiness will lead to successful transitions, but there are things to consider in the process.

According to research by Vanson Bourne, 94% of enterprises now have a multi-cloud strategy—and 80% have accelerated these strategies due to the global pandemic. But in today's multi-cloud environments, data is scattered from the core to the edge and across different cloud providers, and accessed by an ever-increasing number of applications.

If organizations choose to simplify and automate disaster recovery (DR) in the cloud, ensuring backup data is optimized while in transit to the cloud and enabling quick recovery of data from the cloud are both vital to their success. And data protection for multi-cloud environments can pose a variety of challenges ranging from optimizing total cost of ownership (TCO) to ensuring regulatory compliance. In general, most organizations are wrestling with how to reduce cost and complexity, manage business risks, and prepare for the technologies of the future while scaling confidently.

**Migrate: Comprehensive Workload Portability**

How do you ensure your data is managed correctly and you have enough copies to make it available and resilient? We're here to guarantee your data gets from where it is to where it needs to go—that's the mission.

With NetBackup 10—now powered by Cloud Scale Technology, you can:

- Accelerate your adoption of cloud use cases (backup to the cloud, archive to the cloud, DR to the cloud, DR in the cloud) and new virtualization technologies (Docker containers, Red Hat virtualization, OpenStack, fully agentless VMware)
- Move, copy, and restore data to or between clouds
- Automate and orchestrate application lift-and-shift and recovery
- Conduct backup snapshot orchestration and establish service-level agreements (SLAs) for data movement
- Drive proactive data compliance and risk identification
• Lower hardware and cloud storage costs with consolidated client-side deduplication with a single server and without data rehydration
• Increase operational efficiencies through pre-built APIs
• Improve security and compliance with role-based access control (RBAC) and storage, an external certificate authority, two-factor authentication, proactive smart metering licensing models, and Dynamic NAT
• Transfer petabytes of data to the cloud with AWS Snowball
• Save costs and optimize cloud storage space with Azure incremental snapshots
• Optimize backup to the cloud and LTR with Azure Archive and AWS Glacier by using unified, end-to-end deduplication

Protect: Unified Protection and Recovery

Your data isn’t static, so how you protect it can’t be static either. You need a dynamic solution to protect and recover your data in a way that’s tailored for your business, without having to micromanage siloed products. Having a single data protection platform allows you to define protection needs at a high level and then automate service-level objectives (SLOs) throughout your infrastructure.

With NetBackup and Cloud Scale Technology, you benefit from:
• Data intelligence and regulatory security-driven protection across traditional, IaaS, PaaS, SaaS, hybrid apps, and data
• Support for 1,400+ storage targets, 800+ data sources, and 60+ clouds
• Lower cost backup and DR by using the cloud as a DR target using NetBackup images
• Built-in anomaly detection with artificial intelligence and machine learning to catch suspect behavior and take immediate action when ransomware strikes by automatically scanning for malware and limiting its impact
• Achieve up to a 100:1 storage cost reduction with agentless backup from snapshot and multi-tier replication for AWS, Azure, and Kubernetes environments
• Protect SaaS applications with an integrated SaaS-based option: NetBackup SaaS Protection
• Optimize backup to the cloud and LTR with Azure and Google Cloud Platform (GCP) Archive and AWS Glacier by using unified, end-to-end deduplication
• Protect backup data from malicious attacks with Deduplication to Immutable Object storage on AWS S3, Azure Blob, and Seagate Lyve Cloud
• Leverage cloud intelligent policies that back up snapshots to anywhere and utilize the same protection policies on-premises and in the cloud (supported with AWS, Azure, Azure Stack, GCP)
• Utilize elastic cloud resource autoscaling that ensures that backups do not fail due to insufficient storage by automatically provisioning additional target cloud capacity as needed (supported on Azure and AWS)
• Kubernetes-native solution, both storage and Kubernetes-platform agnostic, NetBackup has the ability to discover, protect, and recover all application components across any Kubernetes distribution, on-premises or in the cloud
• Supercharge OpenStack protection, delivering cloud-native, API-driven, dynamic and automated protection with rapid, granular recovery from edge to core to cloud

Showcases how backup from snapshots, Cloud Intelligent Policies, and elastic cloud resource autoscaling work.
Recover: Reliable NetBackup Resiliency

To be resilient, you need to be able to recover from any real scenario—environmental issues, human failure, or even security incidents such as ransomware. NetBackup provides a simple, non-disruptive way of validating your resiliency plan for assurance and compliance through automated recovery and rehearsal of business-critical applications. Moving data and spinning up applications when and where you need to without risking data loss requires business-level resiliency. It’s not your data that goes down, it’s your business.

With NetBackup, you benefit from:

- Multiple recovery time objectives (RTOs) and recovery point objectives (RPOs) to support business service recovery to, in, and across clouds
- Scaled, automated, orchestrated recovery
- Granular recovery through continuous data protection
- The ability to reuse replicated data for test and development in the cloud as well as a DR target
- High speed NetBackup Instant Rollback for VMware can bulk recover VMs in seconds
- Support for immutable storage for Amazon S3 Object Lock, Azure, and Seagate Lyve Cloud ensuring compliance and prevents your data from being compromised
- For Kubernetes environments, recover what you want to wherever you want - to the same cluster, a different one or an entirely different Kubernetes distribution

60% of CIOs say that optimizing cloud spend is a top initiative for their organization.
(Source: Accenture)

Utilize immutable storage, NetBackup Instant Rollback for VMware Anomaly Detection, and Malware Scanning to ensure data is secure and recoverable.
Optimize: Data Visibility and Control

As cloud data continues to grow in size and importance, efficiently managing it becomes more important than ever to the business. By using NetBackup IT Analytics, enterprises can gain the visibility essential to identify underutilized, misconfigured, or unindexed IT resources that they can repurpose to achieve significant cost savings.

By deploying NetBackup IT Analytics, you benefit from:

- Save 20 percent in cloud costs by right-sizing before moving workloads to the cloud
- Analyze and report on performance across NetBackup, media servers and appliances
- Identify hosts with no recent backups to ensure their recoverability
- Detect and locate ransomware affected files
- Actionable insights about data on-premises and in the cloud
- Recommended classification, protection, and recovery actions to mitigate risks
- Hybrid cloud IT and data business analytics
- Public sector compliance with the Federal Information Processing Standards (FIPS) and two-factor authentication
- Chargeback that enables IT to operate as a service provider by capacity or performance

Optimized Costs and Resources:

- **28 percent** reduction in consumed IT resources
- **24 percent** reduction in consumed storage
- **5 percent** reduction in consumed compute resources
- **90 percent** reduction in IT management software costs
Why Veritas for Multi-Cloud Environments?

Veritas is trusted to provide enterprise data management to organizations of all sizes, including 87 percent of Global Fortune 500 companies. Veritas NetBackup with Cloud Scale Technology provides your organization with containerized services, machine learning and artificial intelligence, and dynamic features that ensure the optimization and security of your multi-cloud environment. It is a software-based, vendor-agnostic platform that is uniquely focused on the value of information rather than the underlying environment. Organizations today need to manage data as a critical asset and need to ensure rapid recovery of critical data during catastrophic events such as lost files, security attacks, or unexpected business disruptions. As the #1 solution in data protection with the most exabytes under management, NetBackup can protect any size workload at petabyte-level scale, eliminating the need for disjointed point products. NetBackup helps ensure resiliency and on-demand access from anywhere and reduces the risks and costs of storing ever-increasing amounts of data throughout the globe.

The always-on nature of digital business also demands the removal of artificial barriers between frequently siloed capabilities to reduce complexity, streamline operations, and deliver benefits from synergies that otherwise aren’t achievable. By providing deep integrations with freedom of choice from an extensive list of leading cloud service providers, Veritas helps you accelerate your digital transformation with all the advantages of unified enterprise data protection. The result is seamless, automated data lifecycle management and governance that protects your data and applications in the data center, virtually, and in the cloud.

For more information, visit [www.veritas.com/netbackup](http://www.veritas.com/netbackup)