

# Modernize Your Backup in the Azure Cloud

Data Backup to the Cloud is About Moving Forward

Near-zero RPO backup is the norm – but what else should you expect from your backup provider?

## Using the Cloud Right



69% of organizations still **incorrectly believe** data protection, privacy, and compliance are the responsibility of their cloud provider.<sup>1</sup>

Public cloud IaaS workloads suffer at least **60% fewer security incidents** than those in traditional datacenters.<sup>2</sup>



By 2022, 70% of organizations will have a **formal cloud strategy**.<sup>3</sup>

### Solution

Cloud storage is an indispensable tool in today's hyper-connected and data-driven world. WWT, Rubrik & Azure are a powerhouse team, ensuring that your data is stored securely and easily. Data backup to the cloud is a "no-brainer" way to check your "using the cloud right" box.

### Problem

Companies that still back up on-premises using legacy architectures face backup gaps due to latency, human error, or slow recoveries, yet moving applications to the cloud without a corresponding backup plan fragments your data and increases vulnerability. The average cost of an enterprise-level data breach is estimated at over \$150M. This high cost is due to the growing level of digitalization, data fragmentation, and connectivity across organizations.<sup>4</sup>



## Automation Drives Operational Excellence

Automation is the **second-highest objective** for seeking the benefits of digital transformation initiatives.<sup>5</sup>



The primary reasons for using automation tools are cost (**42%**) and improved productivity (**31%**).<sup>6</sup>

Inefficient processes can cost organizations between **20-30%** of their annual revenue.<sup>7</sup>



### Problem

Companies often lack the resources to properly manage, secure, and back up their escalating data in a fashion that meets the business's SLAs. Coinciding with the increased data are increased demands on employees' time.

### Solution

Automation frees employees to work on higher priority tasks, and our solution offers 75+ integrations and SDKs as well as a curated automation portal at build.rubrik.com. This is in addition to our internal automation which will eliminate the Tetris-like job scheduling, blackout window, and garbage collection exercise created by legacy solutions. Explore the Advanced Technology Center (ATC) at WWT, where you can see how Rubrik & Azure help increase your business value and profits through improved efficiency.



## Ensure Data and Cyber Resiliency



52% of organizations had a malware-related security breach.<sup>8</sup>

Ransomware attacks cause an average of **16.2 days of downtime**.<sup>9</sup>



94% of companies that suffer from a catastrophic data loss do not survive – **43% never reopen and 51% close within two years**.<sup>10</sup>

### Solution

Statistically speaking, you are going to be breached – the question is, how quickly can you assess the scope of the breach and rapidly restore the last known good data?

The WWT, Rubrik & Azure approach enables a continuous stream of recovery points to minimize data loss in the event of a failure or ransomware attack. Enable near-zero RPOs with single click CDP and minimize Ransomware-related downtime with Rubrik Radar and Instant Recovery.



### Test-Drive Modern Cloud Data Management and Radar Ransomware recovery at the ATC today!

Visit WWT's Advanced Technology Center for a Demonstration or Proof of Concept, and find out what WWT, Rubrik & Azure can do to modernize your data management and move your company forward.

Get Connected

Launch Lab

<sup>1</sup> <https://www.techradar.com/news/data-backup-has-never-been-more-important>

<sup>2</sup> [https://www.gartner.com/imagesrv/books/cloud/cloud\\_strategy\\_leadership.pdf](https://www.gartner.com/imagesrv/books/cloud/cloud_strategy_leadership.pdf)

<sup>3</sup> <https://www.ciodive.com/news/gartner-a-10-step-cookbook-for-building-a-cloud-strategy/561315/>

<sup>4</sup> <https://www.bigcommerce.com/blog/data-breaches/#the-costs-of-a-data-breach>

<sup>5</sup> <https://www.statista.com/statistics/1017623/worldwide-digital-transformation-drivers/>

<sup>6</sup> <https://www.computerweekly.com/ehandbook/Why-use-Robotic-Process-Automation>

<sup>7</sup> <https://www.inc.com/jeremy-goldman/4-small-tweaks-that-could-save-your-business-millions.html>

<sup>8</sup> [https://dsimg.ibm-us.net/envelope/412603/623683/F\\_1210\\_P1\\_13040\\_DR19\\_Report\\_Strategic\\_Security\\_2\\_Data\\_Breaches.pdf](https://dsimg.ibm-us.net/envelope/412603/623683/F_1210_P1_13040_DR19_Report_Strategic_Security_2_Data_Breaches.pdf)

<sup>9</sup> <https://www.coveware.com/blog/2020/1/22/ransomware-costs-double-in-q4-as-ryuk-sodinokibi-proliferate>

<sup>10</sup> <https://blog.eccouncil.org/the-importance-of-a-disaster-recovery-double-in-q4-as-ryuk-sodinokibi-proliferate/>

<sup>11</sup> <https://enterprise.verizon.com/resources/reports/dbir/>

<sup>12</sup> <https://www.itgovernanceusa.com/blog/how-long-does-it-take-to-detect-a-cyber-attack>