Four Verticals, One Data Backup Solution:

A Revolutionary Unified Approach to Data Protection

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Multiple Acquisitions. Exponential Growth. Hundreds of Locations.

DOES YOUR COMPANY HAVE A SMART BACKUP AND DATA PROTECTION PLAN IN PLACE?

It's time for a new era in data protection. The days of a single centralized data center with expensive on-premises backup servers and a firewall to protect it are long gone. In its place, a modern, fast-moving, multi-location enterprise has sprung up, with multiple servers housing data in far-flung locations.

It's time for a new approach to keeping data both secure and accessible. It's time for a single, unified strategy for bringing data backup, disaster recovery and archival to the secure public cloud so that's it's always accessible to your business.

Read on to learn how four verticals—energy, manufacturing, technology, and life sciences—can pivot from the traditional on-premises server backup model to benefit from this new era in cloud-based data protection.

The Vertical: Oil & Gas

THE DATA CHALLENGE:

SAFEGUARDING BUSINESS CRITICAL DATA ON LAND AND AT SEA

Energy companies may seem immune to cyberattacks, with their remote operations and complex data structures. As a result, the industry has been more focused on barrels, not bytes: the exploration, development, production, and transportation of crude oil and natural gas. However, for the modern oil and gas company, the benefits of IT automation, digitization, and interconnectedness of operations, has made cyber risks and attacks all too real—and, this is only increasing! As a result, companies in the energy industry need to vigilantly protect their critical data and infrastructure to reduce risk, cost, and effort in managing today's complex information environment.

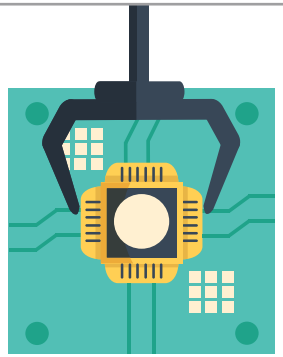
With remote locations and ships at sea, how do oil and gas companies protect their business-critical data and infrastructure?

The Vertical: Manufacturing

THE DATA CHALLENGE:

PROTECTING SERVER DATA IN A HIGHLY DISTRIBUTED PRODUCTION ENVIRONMENT

Today's manufacturers rely on increasingly data-driven processes to produce and distribute their products. Chief among those trends is the shift to *virtual integration*: owning the brand and the final product, but outsourcing much of the intermediary manufacturing to contractors. That means generating, storing, and relying on large amounts of data to track these intermediate steps. At the same time, manufacturers are finding that big data analytics can help them reduce inefficiencies and break down complicated processes into simple data snapshots. All of these improvements in manufacturing techniques rely on the availability, reliability, and safety of your server data.



In a highly distributed production environment, how can you ensure that your company will always have access to the data it needs, both historical and real-time, to keep your brand competitive in this new data-driven landscape?

The Vertical: Technology

THE DATA CHALLENGE:

DISASTER RECOVERY AND STORAGE FOR MASSIVE AMOUNTS OF SERVER DATA

Technology companies are constantly innovating. Every innovation generates more and more data—and when that data comprises trade secrets and intellectual property, where it's stored, its security and availability may mean the difference between success and failure in the marketplace. Not only that, but a single data crash that results in significant downtime can impact customer satisfaction, disrupt productivity, and result in revenue loss or compromise time to market that might be irrecoverable. In short, business continuity and data security are the tech company's calling cards. This is a company that needs it all: a one-stop backup solution for server data that can be accessed easily, counted on for disaster recovery, and reliable enough to store archival data for every version of every product they've ever developed.

What can a modern technology company do to ensure their data is secure, even if an on-premises server suffers a catastrophic failure?

The Vertical: Life Sciences

THE DATA CHALLENGE:

ORCHESTRATING REAL-TIME DATA BACKUPS WITH STRICT SECURITY REQUIREMENTS

Big data is changing the way medical care is delivered—from smart diagnostic devices that can analyze abnormal results against huge databases of prior outcomes, to the storage and protection of patient data in a large, multi-campus hospital system, to pharmaceutical companies analyzing massive data sets generated by drug trials. In all of these cases and more, data needs to be protected, backed up, and instantly accessible. Yet many current applications, like those used to store patient data, rely on older client-server models that require traditional backup and recovery methods tied to on-premises servers, including the cost of IT staff to maintain the systems in multiple locations.

Is there a better way of storing data in the life sciences fields that ensures the safety and security of that data, even when the highest levels of data security protocols are required, so that disaster recovery and data protection are highly simplified with reduced costs?

One Unified Solution: Druva Phoenix on AWS

Druva Phoenix provides a revolutionary unified approach to data protection for all of these use cases and more. Phoenix unifies and streamlines the tasks associated with data backup, disaster recovery and archiving that has traditionally been managed across multiple separate systems, and removes the need for tape stored in remote locations. Its direct-to-cloud backup model is built on Amazon Web Services, a leading cloud storage platform, and designed for infinite, elastic scale for your changing data needs. You'll find dramatically lower costs compared to traditional on-premises hardware solutions, and the ease of controlling all of your data management tasks from a single console, no matter how many locations you have, employees you support, or devices you provision.

Druva Phoenix on AWS helps you with:

Cloud backup for virtual machines

Cloud backup for servers

Disaster Recovery, Workload Mobility and Test/Dev

Archival & Long Term Retention

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