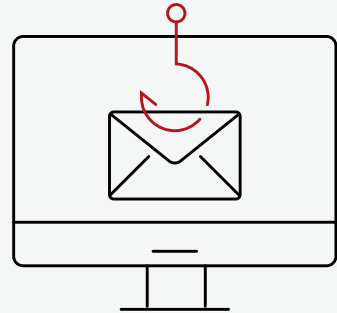


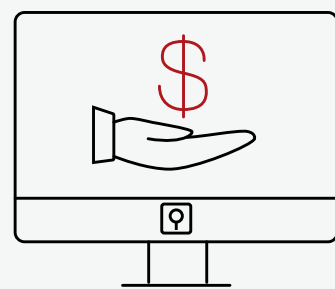
## To pay or not to pay?

### How easily could your business be held to ransom?

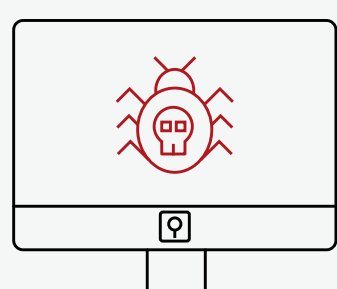
If your company isn't vigilant, it may be easier than you think. Read on to see how it starts.



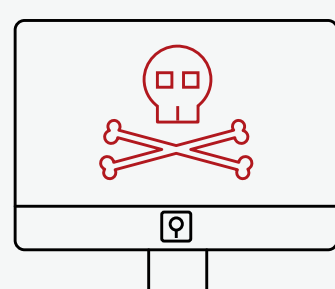
Jerry in HR clicks on a resume attached to a job application email.



His computer suddenly locks up and a message appears demanding money for its release.



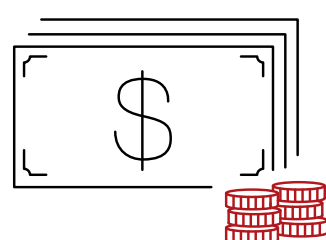
Alarmed, Jerry calls Pete in IT, who checks and confirms Jerry's machine has fallen victim to a ransomware attack.



Pete quickly discovers that the damage is worse than he'd feared: The company's main file server has been infected, and his anti-virus software can't fix it.

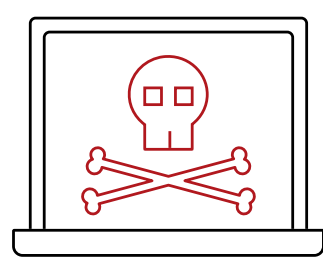


The company's critical data has been compromised and it's faced with a major dilemma...

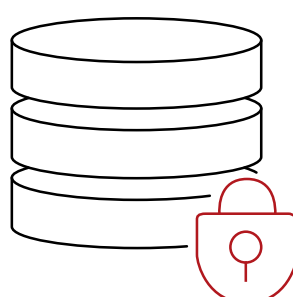


### Pay up or risk commercial meltdown?

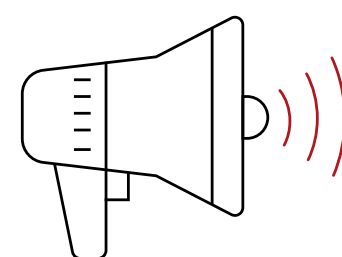
Many organizations are falling into this trap. Once cybercriminals gain access they can cause significant harm through:



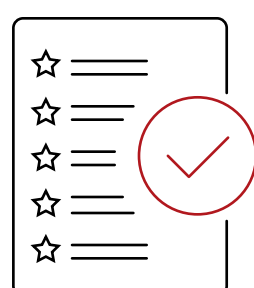
Malware damage to files and systems



Illegally encrypting data to prevent access

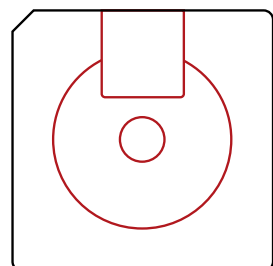


Doxing or publicly releasing sensitive information

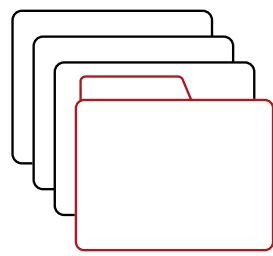


### Get the protection you need.

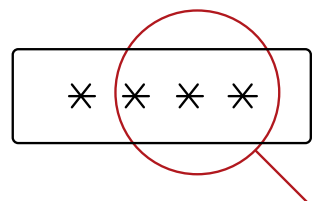
Taking a proactive approach to prevention through layered security solutions is smart. But only one thing can guarantee protection if attackers get in: having a sound backup strategy.



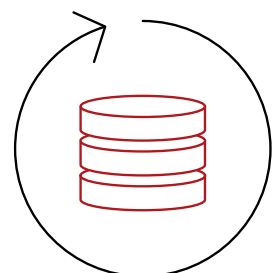
**Air Gap Backups**  
Create an offline backup copy of your data to keep it out of reach.



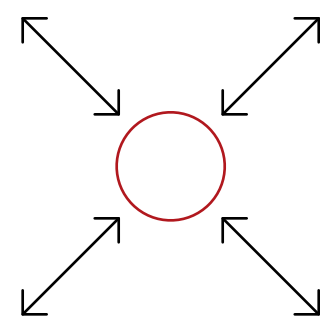
**Multiple Copies**  
Store copies of backup images in different locations to reduce the attacker's ability to gain access.



**Restrict Backup Credentials**  
To minimize phishing, the most common method of gaining entry, limit—and continually monitor—backup credentials.



**Shrink Your RPO**  
Running backups more often to shrink your Recovery Point Objective (RPO) can reduce potential data loss to hours or even minutes.



### Not all backup solutions provide this flexibility.

Veritas Backup Exec™ helps you prevent data loss while simplifying protection across your physical, virtual and multi-cloud environments.

Learn more about Backup Exec and the steps you can take to maintain control.

Find out how to create a backup plan and kick-start your ransomware protection plan [here](#)