

# **3 must haves** to effectively manage data in any cloud



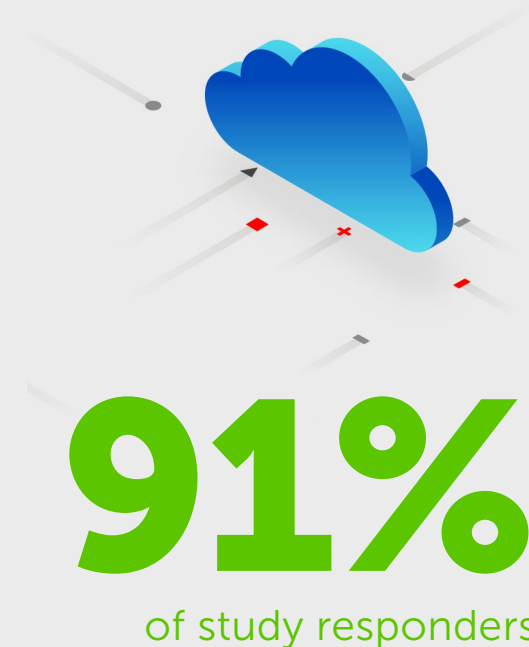
# The rise of the cloud and the rise of data challenges

Cloud adoption has enjoyed high double-digit growth in recent years. It has enabled the shift from capex to a pay-as-you-go financial model, and it has enabled agility for developers to build and ship new products or features fast. IDG reports nine out of 10 companies will run at least some of their applications or infrastructure in the cloud this year, with the rest expected to follow by 2021.

Yet the rush to migrate has caused a potentially severe conflict to arise, a recent global market study found. Senior business leaders are enamored with cloud. But IT professions have increasingly serious reservations. That's because they're finding it challenging to

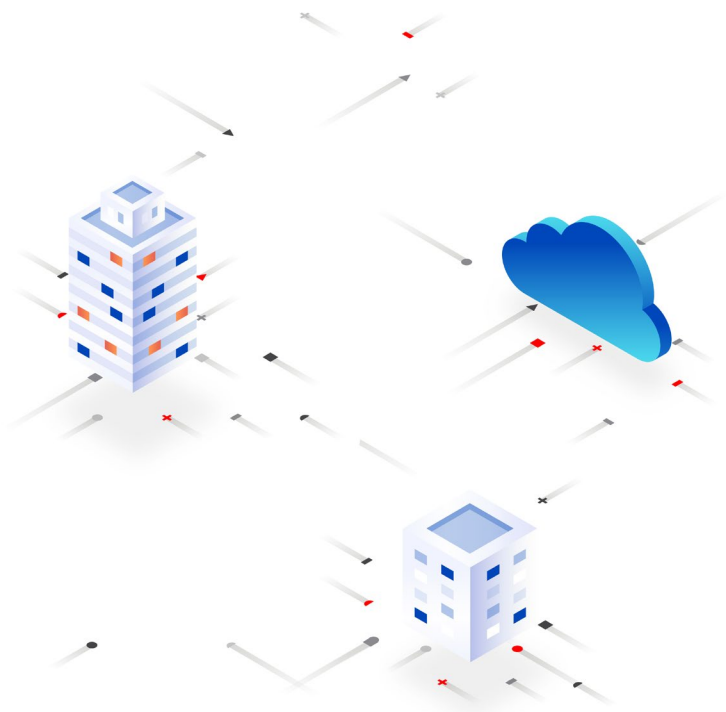
deal with the data silos private, public, hybrid, and multi-clouds create—silos that provide little, if any, visibility into what data enterprises own or where it resides.

With all the benefits and agility cloud delivers, it is also contributing to proliferation of data across different locations, infrastructure silos, and management systems started to impede IT effectiveness. We know this as mass data fragmentation. More than nine in 10 enterprises surveyed say this is holding them back from realizing the full potential of cloud.



Specify mass data fragmentation as the cause for why the promise of the public cloud hasn't been fully delivered.

# Mass data fragmentation negatively impacts your business. How are your Cloud choices impacting you?



## Cloud-first

Non-transparent data formats are challenging your operations, cloud provides redundancy, but backup is often overlooked, and you need to refactor your apps and data.

## Hybrid cloud

You incur high data transfer costs, must manage different data formats and discover you've created new app and data silos.

## Multi-clouds

You incur high data transfer costs, must manage different data formats and discover you now have different services and SLAs.

## SaaS

You must accept inflexible SLAs, your data has gotten locked into a particular app or provider, and worst of all, it can be deleted and unrecoverable.

## Managed service providers

You discover you're unsure who is actually managing your data, you now have different data silos, and some, if not all, of your data is "dark," preventing you from using it for business insights.

## Private cloud

You rely on costly legacy infrastructure, have different data silos, and some, if not all, of your data is "dark," preventing you from using it for business insights.

# Why cloud needs better data management

It's not all bad news. You can still choose the cloud (or clouds) you want to use and reap all the benefits. You just need to simplify your approach to data management.

Simplifying your data management with cloud extends your organization's opportunities:



**Improve experiences** – Better backup of all data and apps without management overhead



**Speed recovery and reduce risk** – Data protection and recovery preparedness — rapid data retrieval, and recovery when needed, no matter where data is stored



**Drive data analysis and innovation** – Consolidation of all data and apps in one place for use in other business-enabling initiatives (e.g., analysis and dev/test)



# 88%

of responders

agree solving mass data fragmentation would help their organization realize the original promise of the cloud, including more effective analysis, reduced compliance risk, and improved customer experience.

# A new vision for data management in the cloud

The value of your data doesn't diminish just because it's moving outside of day-to-day operations. Your approach to data management throughout the data lifecycle is just as critical—or even more so—once you've begun backing it up in the cloud.



## Backup

You need to be able to backup all of your data and apps – no matter where they reside, on-premises, in any or multiple clouds, or as part of SaaS offerings such as Microsoft Office 365.



## Recovery

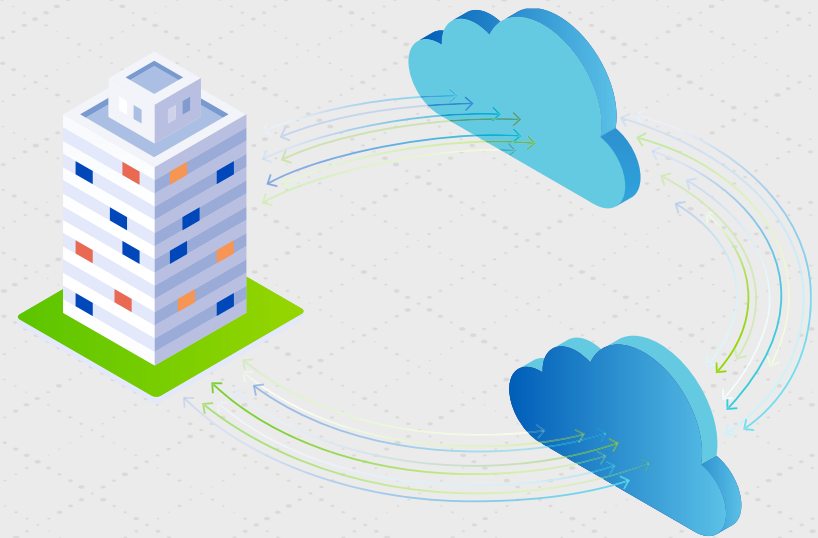
You also need to assess how you will migrate apps and data as your cloud adoption accelerates or recover from a disaster or ransomware attack.



## Innovation

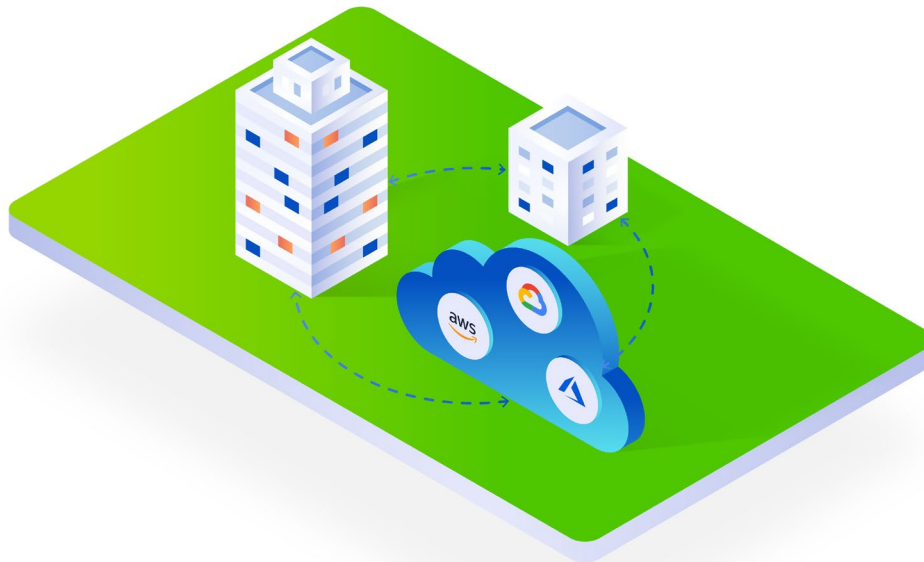
You need to find ways to reuse that data in analysis or dev/test scenarios, rather than letting your increasingly growing and valuable data go "dark" or sit idle

The challenge then is finding a solution with the critical capabilities needed to support the full data management lifecycle—from protection to innovation.



# Data management done right on any cloud

Three foundational qualifications



## 1 Cloud-Native, Globally Efficient

Specifically designed for the scale and ease of cloud with world-class global efficiency—reducing complexity, cost, and risk.

## 2 One Platform, Universal Protection

Unify and protect all of your data scattered across hybrid and multi-clouds in a single data platform—ensuring data mobility without lock-in while supporting backup of anything and recovery anywhere.

## 3 Manage Less, Innovate More

Simplify and automate data management with global visibility that eliminates dark data while seamlessly running third-party apps for strengthened security, streamlined compliance, and more.

# ① Cloud-native, globally efficient

Built for modern IT, a software-defined data management solution runs on any hardware or virtual cloud infrastructure and spans across clouds and data centers. It's web-scale and features seamless, accredited, native cloud integration—Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform (GCP), and other service providers — without additional bolt-on cloud gateways.

If your organization is concerned about legacy point products' increasing IT complexity and costs, a cloud-native, globally efficient data management solution reduces both. It also reduces

vulnerabilities associated with point solutions while using data encrypted both at-rest and in-flight to lower operational risk. Your organization can scale without worry because IT stays in control of business data.

A modern solution includes true global variable-length deduplication, compression, and erasure coding for more efficient operations. And it features instant global search to find the data that's needed most, fast. This eases management and eliminates decades of complexity and operational burdens.



“Cohesity enabled eSilicon to complete our move to the Google Cloud for true elasticity, helping us deliver optimized solutions to our customers.”

– Naidu Annamaneni, CIO and Vice President of Global IT, eSilicon

## ② One platform, universal protection

A modern data management solution helps your organization meet a variety of government and industry mandates as well as business needs, including continuity of operations:

- **Backup** – Enterprises can backup virtually anything from on-premises to cloud to SaaS applications and data.
- **Long-term retention** – Organizations can leverage cloud to archive data and reduce reliance on tape using the blob storage services of public clouds.
- **Storage tiering** – IT teams can use cloud as another storage tier, in addition to HDD and SSD, leveraging policies to tier between hot, warm and cold data, and as needed, to migrate data seamlessly back on-premises.
- **Backup clouds** – Enterprises can protect cloud virtual machines (VMs) and storage as well as set policy-driven backup across services. They also backup popular productivity applications (e.g., Microsoft Office 365 and OneDrive) for mass or granular data recovery.
- **Disaster Recovery** – By replicating data, converting various VM formats between clouds, and spinning up VMs in a matter of hours or minutes, organizations can meet fast recovery time objectives, often in minutes. To ease planning, modern solutions include seamless automation and orchestration tools.

Because modern data management comes from one platform, your organization will reduce its attack surface and better defend your data, including preventing, detecting, and rapidly responding to ransomware attacks. A multi-layered defense keeps backup jobs in an immutable state, and never makes backups accessible. One platform with a single UI is also ideal for continuously monitoring and analyzing your files and audit logs.





## 3 Manage less, innovate more

With a modern solution simplifying data management and reducing operating costs, your organization can spend less time supporting infrastructure and more time on innovation.

Your IT team takes advantage of one user interface with global visibility and management across multiple clouds, data centers, and edge locations —with automation to streamline previously complex tasks.

Your organization leverages intelligent enterprise file shares. Then makes better use of all your previously idle and “dark data,” spinning up zero-cost clones to give your developers faster access to data for application development and testing.

And by bringing apps to data in the modern data management solution, your employees can build data-centric apps or run analytics and apps directly on the platform to unlock new insights.



“Cohesity is showing us how to leverage our data in new ways. With a single web-scale data management platform, we have not only improved backup and recovery times by more than 90%, but can also now look to Cohesity for additional ways to address mass data fragmentation.”

– Carl Holzhauer, Infrastructure Supervisor, Shumaker, Loop & Kendrick

# Cohesity is a **proven data management solution** for winning cloud and data strategies.

A winning **cloud strategy** reduces IT complexity while improving agility.

A winning **data strategy** lets you take advantage of all your data for innovation.



# The Cohesity difference

Cohesity empowers organizations to protect, store, and manage data—starting with backups, extending to recovery, dev/test, and analytics—from a single environment that spans data centers and clouds. Cohesity eliminates infrastructure silos and mass data fragmentation while helping you generate data insights that fuel competitive advantage.

When your enterprise chooses Cohesity, it unifies data across clouds and better innovates with data anywhere it's needed. The cloud-native, software-defined Cohesity data management platform is simple to deploy and scale, providing global efficiency to reduce costs. It's a single, web-scale platform that universally protects and manages data across hybrid and multi-clouds—safeguarding everything from SaaS to cloud-native apps to on-premises legacy applications through backup, disaster recovery, and long-term retention to the cloud. Cohesity simplifies data management with global visibility into your previously “dark” data and the automation of routine tasks. Cohesity also enables your developers to innovate more quickly, develop better apps, and uncover data insights with direct access to data and APIs.



“Given we already have an AWS environment, Cohesity natively and easily plugs into AWS services like S3 and Glacier”

– Systems Engineer in the Services Industry

Learn more at [www.cohesity.com/cloud](http://www.cohesity.com/cloud)