

Case to Simplify Data Protection

Today's Backup and Recovery Is Complex

Fragmented

- Multiple silos
- Management complexity

Inefficient

- No scale-out
- Data sprawl

Dark Data

- Limited data visibility
- No data reuse

Not Cloud Ready

- Bolt-on gateways
- Increased complexity

Data Growth and Silos Are Driving IT Complexity

68%

of organizations find their IT environments **more complex** than they were 2 years ago.

41%

of surveyed organizations say a reason for this complexity is **higher data volumes**.

Infrastructure Silos Are Driving Unnecessary Data Copies

On average, there is **4.75 TB** of protection data for every 1 TB of production data.

1 TB

→

4.75 TB

29% of organizations **have 6 TB or more** of protection data for every 1 TB of production.

1 TB

→

6+ TB

These multiple copies can be **difficult to manage and inefficient**.

Downtime and Lost Data Directly Impact Revenue

29%

of respondents cited **direct loss of revenue** as the most concerning potential impact from downtime or lost data, making it the most often cited response.

Organizations need a modern solution that can simplify their backup and recovery globally.

Hyperconverged

- Eliminate silos
- Simple management

Efficient

- Unified UI
- Non-disruptive update

Productive

- Application development w/ test/dev
- In-place analytics

Multicloud

- Any cloud
- Native protocol access

The Cohesity Advantage:

Unified UI

Scale-out Architecture

Multiple Workloads

Instant Mass Restore

Global Dedupe

Strict Consistency

Policy-based protection

Limitless Snaps and Clones

Easy Integration – Target Storage

Simplify Your End-to-End Data Protection

You can break down complex silos of backup, integrate your data protection, and support your modern data protection needs with a modern backup and recovery solution.

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