



eBook

9 Enterprise Backup Challenges and How to Overcome Them

Your choice of backup solution affects your data security and accessibility.



Table of Contents

Introduction	03
Why Data Backup Has Become an Uphill Battle	04
Solve These Common Enterprise Backup Challenges	06
Securing and Activating Enterprise Data	10



Introduction

Enterprise data volume is growing globally at a mind-boggling and accelerating rate. According to [Seagate's Rethink Data report](#), enterprise data is expected to reach a 42.2% annual growth rate by 2022. For smart organizations that know how to harness it for analytics and intelligence, this data is an invaluable priceless source of innovation and growth.

Managing all that new data is a challenge for businesses. The cost of storing, reading, writing, and moving data can be significant and complicated. Without good planning, the result could be significant storage cost challenges, overruns, and unpredicted service charges.

Smart enterprises extract value from legacy data and seamlessly create, store, move, and analyze new data to reveal insights and create new revenue streams. The challenge they must overcome is accomplishing all this while also controlling the total cost of data ownership.

175 ZB of data created globally by 2025.¹

63% average growth in data volume per organization every month.²

68% of the average enterprise's data is going unused for business insights.³



Why Data Backup Has Become an Uphill Battle

The challenges around data backup and storage are manifold. As global reach and competition accelerate, few companies can risk even a short period of downtime and data loss. Such events can create not only short-term costs but also long-term reputational damage. Companies need a cost-effective, enterprise-scale backup and restore solution that keeps their data secure and accessible.

The following are some of the barriers to achieving that goal:

- **Cyberthreats** – As data grows more valuable, malicious innovations such as ransomware as a service make it easier and more attractive to hijack. At the same time, a proliferation of endpoints—including IoT devices—multiplies risk. Organizations are vulnerable to data loss, hacking, ransomware attacks, and human error.

- **Data sprawl** – In an age of hybrid multicloud, data can be anywhere and everywhere—on premises, in the public cloud, in private clouds, at the core, or on the edge. Securing and backing up this data while maintaining data governance and regulatory compliance can quickly become a nightmare.
- **Inaccessibility** – Data stored on premises across multiple media is unavailable for analysis that can lead to insights and innovation. This makes data migration and technology upgrades difficult and leads to significant downtime during the restore process.
- **Lack of scalability** – Enterprises are generating petabytes of data, complicating any means of storage not built for such scale. In the case of backup, that volume is multiplied by as many copies needed to support a complete data protection strategy. For example, the 3-2-1-1 backup strategy maintains three copies on at least two media with one copy stored offsite and one copy air-gapped—i.e., offline, disconnected, and inaccessible from the internet.



- **High and unpredictable TCO** – Cloud storage costs can add up every second of every day and become unpredictable with API extras and egress charges. Cost overages are common—and accurate cost prediction is difficult. For onsite storage, companies typically overprovision, which requires upfront investments for hardware and service plus managing and maintaining backup data infrastructure and resources, including purpose-built backup appliances, network-attached storage, and tape—consuming time and resources.
- **Cloud vendor lock-in** – Flexibility is stifled (or even eliminated) if an organization can use only what a vendor offers and selects. Businesses need to work with a cloud provider that allows them to choose best-in-class solutions.
- **User complexity** – A proliferation of backup services across multiple cloud providers makes it all but impossible to ensure data is safely backed up and available to restore. Consistently enforcing data retention and deletion policies for regulatory compliance presents a similar challenge.
- **Legacy storage media** – Tape? Disk? Optical storage? Scaling existing backup storage systems or migrating to a modern backup and storage infrastructure can become a massive challenge when valuable data is stored across multiple backup media, locations, and applications.
- **Wasted data** – According to [Seagate's Rethink Data report](#), just 32% of data available to enterprises is put to work. The remaining 68% goes unleveraged. Organizations need a better way to extract value from the data they own by capturing more of it in the first place—and then protecting and activating it for the business.





Solve These Common Enterprise Backup Challenges

To overcome all these challenges, enterprises need a simple, trusted, and efficient on-demand, scale-out storage solution. An economical and scalable backup storage solution allows enterprises to safeguard business continuity with modern data protection. Most importantly, data security should be reflected in all aspects of a chosen cloud backup solution—including infrastructure, software, features, and process—to align with mature industry standards and benchmarks.



Introducing Lyve Cloud

Seagate® Lyve™ Cloud offers a simple, trusted, and efficient cloud backup storage solution with a simple pricing structure and zero charges for API calls or egress fees. Designed for use with the most common backup applications, Lyve Cloud provides S3 compatibility and end-to-end data encryption at rest and in motion. Utilizing Lyve Cloud for backup, with scale-out object storage as a service, makes it easier and more cost effective to manage exponential data growth while creating a single, easy-to-access data repository to fuel advanced analytics.

Here's how it tackles every challenge:

Security

Lyve Cloud adheres to the most stringent, globally recognized data security standards and is ISO 27001:2013 and SOC2 certified. Safeguard data with ransomware protection, enterprise-grade identity management support, automatic data replication, and data encryption at rest and in flight. Seamless integration with leading industry backup software providers offers an additional layer of security that allows enterprises to seamlessly back up, scale out, and protect their data from cyberthreats.

Ransomware protection

Lyve Cloud S3 storage features object immutability—the ultimate feature for ransomware defense—delivering tape-like air-gap data protection. This, combined with automatic replication, provides ultimate protection for stored backups.



Cost savings

Lyve Cloud can help reduce backup storage and cloud-based disaster recovery expenses considerably when compared to other options. [Use our Backup Storage TCO Calculator](#) for an estimate of potential backup storage savings.

No vendor lock-in

Users can utilize Lyve Cloud with whatever backup regime and/or software provider they prefer. Lyve Cloud's S3-compatible interface is certified with leading backup software providers, including Veritas, CommVault, Rubrik, Veeam, IBM Spectrum Protect, Cohesity, and many more. [See our software partner list for complete details.](#)

Ease of use

Lyve Cloud provides one repository for all cloud/colocation and archive backup copies while also giving users greater flexibility to back up and restore data on premises or in the cloud (hybrid cloud or multicloud), including disaster recovery.

Accessibility and availability

Unlike most cloud providers, Lyve Cloud does not charge for API calls or data egress, so users can access more data without getting hit with additional fees. In addition, Lyve Cloud's multi-regional availability, paired with industry-leading data durability (always on with four nines uptime and 29 nines data durability) and encryption, ensures data is always on and available without costly delays. Lyve Cloud enables enterprises to use S3-compatible storage—even for primary backup data. Built-in object immutability protects it from cyber security threats such as ransomware.

Scalability

Lyve Cloud's simple, capacity-based pricing supports limitless scalability without breaking the bank. With zero charges for API calls or egress fees, bill anxiety gives way to predictable economics based on usage. This allows backup capacity to scale on demand without financial risk. Expedited data access and deletions are included as well. When it comes to business continuity, restores can't wait. With Lyve Cloud, there are no costly delays and users have the full data management flexibility required for efficient data protection and disaster recovery.





Data consolidation and analysis

Lyve Cloud helps businesses migrate all backup data to where it's needed for activation. This allows organizations to regain access to their data and turn a stagnant cost center into a valuable business asset. Once data is ingested, it becomes available for data analytics, empowering organizations to exploit the inherent potential and worth of previously inaccessible data.

IT transformation and data growth

Lyve Managed Migration services provide a simple, streamlined process for migrating high volumes of data from any aging storage media and data format directly to a private, hybrid, or public cloud platform in a secure and methodical way. By consolidating data in a centralized digital repository, organizations can protect it from physical deterioration, theft, and other security risks. Furthermore, they can unlock the potential to access, restore, mine, analyze, monetize, and deploy it in ways never before possible.



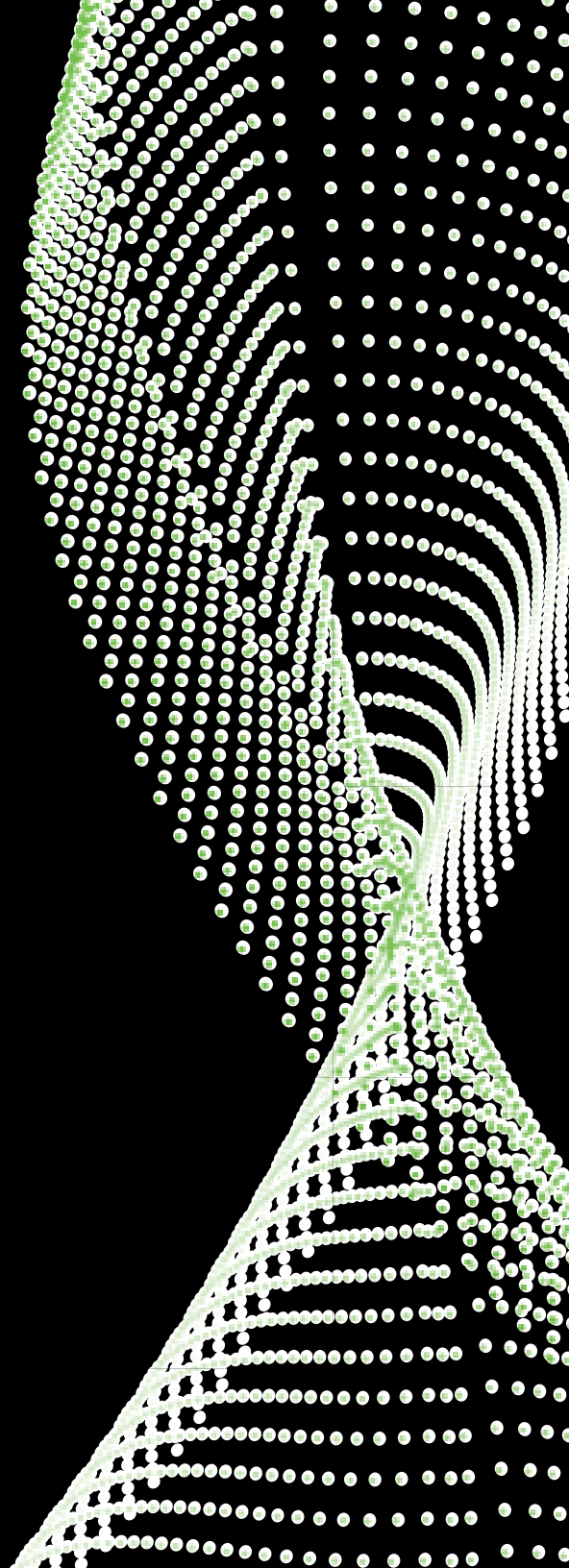
Securing and Activating Enterprise Data

The volumes of data that organizations and businesses generate will continue to grow exponentially, but storage costs and complexity don't have to grow with them. With one easy-to-use solution, you can consolidate your organization's valuable data into a single repository and activate it to yield new insights and innovations through advanced analytics.

Complement your existing backup infrastructure without upfront investments and hidden costs with a highly available, durable, and secure S3 cloud storage platform. With no API charges or egress fees, you pay only for the storage you use—that's it. It's secure and always on when you need your backup. Activate all backups for your business in a single repository with Lyve Cloud storage as a service. Transfer legacy data and get help with storage devices and backup application migrations.

[Learn more about Lyve Cloud backup storage as a service today.](#)

[Read the whitepaper *Modernize Data Protection, Backup and Recovery.*](#)



References

¹[“The Digitization of the World from Edge to Core”, IDC, 2018](#)

²[“Companies are Drawing from Over 400 Different Data Sources On Average.”
Data Integration Solutions Review, 2019](#)

³[“Rethink Data: Put More of Your Business Data to Work – From Edge to Cloud”,
A Seagate Report with Research and Analysis by IDC, 2020](#)

Resources

Seagate Cloud Backup Solutions: www.seagate.com/solutions/cloud/cloud-backup

Lyve Cloud Backup Storage TCO Calculator: www.seagate.com/solutions/cloud/cloud-backup-tco-calculator

Lyve Managed Migration TCO Calculator: www.seagate.com/solutions/data/managed-data-migration-tco-calculator



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