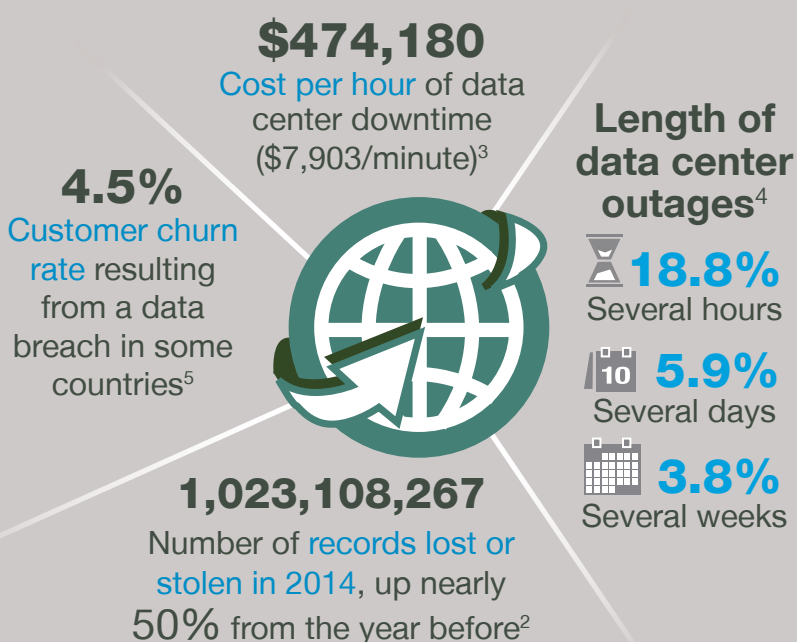# SEAGATE

The Business Advantage is in the Hybrid Cloud

Data protection today is more than just a business requirement. It's a strategy that can **accelerate** your organization toward gaining a distinctive edge.

Is your data protection solution designed to meet the **growing data protection demands** of your business?

As data volumes grow,[1] the risks associated with data loss intensify.

Legacy data protection solutions can't keep up with the expectations of 24/7 access.

$474,180
Cost per hour of data center downtime ($7,903/minute)[3]

4.5%
Customer churn rate resulting from a data breach in some countries[5]

Length of data center outages[4]
- ⏳ **18.8%** Several hours
- 🗓 **5.9%** Several days
- 📅 **3.8%** Several weeks

1,023,108,267
Number of records lost or stolen in 2014, up nearly 50% from the year before[2]

IT executives report that cost, speed of backup and recovery are top concerns.[11]

51% Securing confidential data

48% Cost and challenges of remote site backup/recovery

48% Need to reduce backup time

Organizations are increasingly turning to the cloud for data backup and recovery.

#1 Top workload for IaaS is backup and recovery.[6]

However, concern over security weighs heavily on decision-making.

#1 Information security is the top IT priority.[7]

#1 Security and Risk Management is the top business initiative driving IT spending.[8]

75%
Companies rating cloud security projects as important or very important > More than any other security issue[9]

61%
Companies reporting that data security in the cloud is now an executive or board-level concern[10]

Data Storage and Backup Take Shape in the Cloud

As IT organizations look to the cloud to address these concerns, other C-suite executives like you will be focused on **hybrid cloud strategies**.

82%
of large companies have a hybrid cloud strategy[12]

75%
C-suite executives who believe that implementing a hybrid cloud strategy should be one of the biggest areas of focus in 2015[13]

Why Hybrid Solutions?

Moving from legacy solutions to a hybrid cloud solution (software, on-prem appliances and cloud services) gives you significant speed, security and scalability advantages.

*Only you have the encryption key

Speed
- Fast deployment
- Immediate data access—up to 6TB of compressed data/hour (read speeds) on a single module[14]
- Instant granular restores

Security
- End-to-end encryption*
  ✓ Before backup   ✓ In transit   ✓ At rest in the cloud

Scalability
- Hybrid appliances can scale from 3TB to 100TB per appliance
- Virtually limitless scalability in the cloud
- Standard efficiency practices optimize data protection investments

The consensus is clear!

A hybrid cloud solution allows businesses to **scale as they grow**, keep **business-critical data secure** and provide the *fast* **24/7 data access** businesses need —all while **simplifying data management** for you.

To learn more visit our Seagate Cloud Data Protection Page

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3 Ponemon Institute, 2013 Cost of Data Center Downtime
4 Disaster Recovery Preparedness Council, The State of Global Disaster Recovery Preparedness: Annual Report 2014
5 Ponemon Institute, 2014 Cost of Data Breach Study: Global Analysis
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8 Ponemon Institute, 2014 Cost of Data Breach Study: Global Analysis
9 ESG, 2015 IT Spending Intentions Survey
10 Cloud Security Alliance, Cloud Adoption Practices & Priorities Survey Report, January 2015
11 Survey conducted by Seagate, 2015
12 RightScale, 2015 State of the Cloud Report
13 Avanade, Global Study: Hybrid Cloud – From Hype to Reality
14 Seagate software performance under lab conditions—10Gbps network, compression and dedupe ratios of 2X-8X