The Smart Money is in the Hybrid Cloud

Data protection today is more than just a business requirement. It's a strategy that can make sure your business stays **financially sound**.

Is your data protection solution designed to keep **your business in the black?**

As data volumes grow exponentially,[1] companies seek ways to reduce capex costs associated with data protection and move to a more cash-flow friendly monthly fee for service (opex).

At the same time, these companies struggle with the **increasing financial and security risks** associated with data loss.

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

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

$22,000,000 Estimated cost per minute for one Fortune 500 company if its ERP system went down[5]

70% Potential savings realized by replacing internal systems with cloud-based services[6]

Length of data center outages[4]
18.8% Several hours
5.9% Several days
3.8% Several weeks

Moving from legacy backup and recovery solutions to a hybrid cloud solution offers several financial advantages[10]

- Fewer hardware purchases
- Less staff
- Opex model
- Lower maintenance costs
- One vendor to manage

Data Storage and Backup Take Shape in the Cloud

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

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]

Consequently, cloud has become a priority.

72% Year-over-year estimated increase in IT spending on cloud services in 2014[9]

As IT organizations look to the cloud to address these concerns, you need to know that your C-suite executives will be focused on hybrid cloud strategies.

82% of large companies have a hybrid cloud strategy[11]

75% C-suite executives who believe that implementing a hybrid cloud strategy should be one of the biggest areas of focus in 2015[12]

Why Hybrid Solutions?

Software, appliances and service for hybrid cloud solutions give your business the speed, security and scalability it needs while reining in costs.

*Only your IT staff has the encryption key

Speed that keeps your business in business
- Fast deployment
- Immediate data access
- Instant on-prem restores

Security that mitigates risk that can compromise your operations and your bottom line and ensures regulatory compliance
- Data encryption that protects business-critical data*
- ✓ Onsite before backup
- ✓ While in transit to the cloud
- ✓ At rest in the cloud

Scalability that helps your business keep spending in line
- Hybrid appliances easily scale without additional hardware purchases
- Virtually limitless scalability in the cloud increases capacity only as needed and on an opex basis
- Standard efficiency practices optimize existing data protection investments for maximum cost-effectiveness

The consensus is clear!

A hybrid cloud solution allows businesses to **protect business-critical data** while **reducing total cost** of ownership and moving to an **advantageous opex model**.

To learn more visit our **Seagate Cloud Data Protection Page**

SEAGATE

1 IDC, "The Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things"
2 Gemalto, SafeNet, Breach Level Index, "2014 Data Breaches" & Gemalto, SafeNet, Breach Level Index, "2013 Data Breaches"
3 Ponemon Institute, 2013 Cost of Data Center Downtime Study
4 Disaster Recovery Preparedness Council, The State of Global Disaster Recovery Preparedness: Annual Report 2014
5 McKinsey & Company, Protecting Information in the Cloud, 2013
6 Ibid.
7 ESG, 2015 IT Spending Intentions Survey
8 Disaster Recovery Preparedness Council, The State of Global Disaster Recovery Preparedness: Annual Report 2014
9 ESG, 2014 IT Spending Intentions Survey
10 Logicworks, CAPEX vs. OPEX? Convincing the C-Suite on Cloud Computing, 2013
11 RightScale, 2015 State of the Cloud Report
12 Avanade, Global Study: Hybrid Cloud – From Hype to Reality