# Why Companies are Migrating Data Protection to the Cloud

Only 100% SaaS protection ensures
data resilience at limitless scale.

# Companies Are Rapidly Moving to the Cloud

According to key analysts, over **70%** of new applications will be in the cloud by 2024, and **85%** of infrastructure strategies will include cloud delivery by 2025.

89% of organizations are using SaaS apps.*

The average number of SaaS apps used by organizations with over 1,000 employees is 177.

## 70%
of new production-grade applications are expected to be Cloud Native by **2024.**

IDC

## 85%
of infrastructure strategies will integrate cloud delivery by **2025.**

Gartner

\* 2021 Forrester SaaS Application Data Protection New Wave

druva

# Data Everywhere = Growing Challenges

While this evolution creates great opportunities, it also presents great challenges around protecting fragmented data across multiple clouds, data centers, and the edge.

- **Data volumes** are exploding

- **Regulatory compliance and corporate governance** objectives are becoming more stringent and comprehensive.

- **Data retention mandates** are longer and more complex.

- Data growth and **acceleration to the cloud** exposes critical business data to **external and internal threats.**

**No Data Silos**
Data Protection, Governance, Compliance

**Cloud Simplicity & Scale**
No expensive hardware, software or services

**Support Multi-Cloud Apps**
Protect all data across multiple clouds while eliminating silos

**Transparent Business Model**
Vendor consolidation, consumption and subscription pricing

**Cyber Resilient**
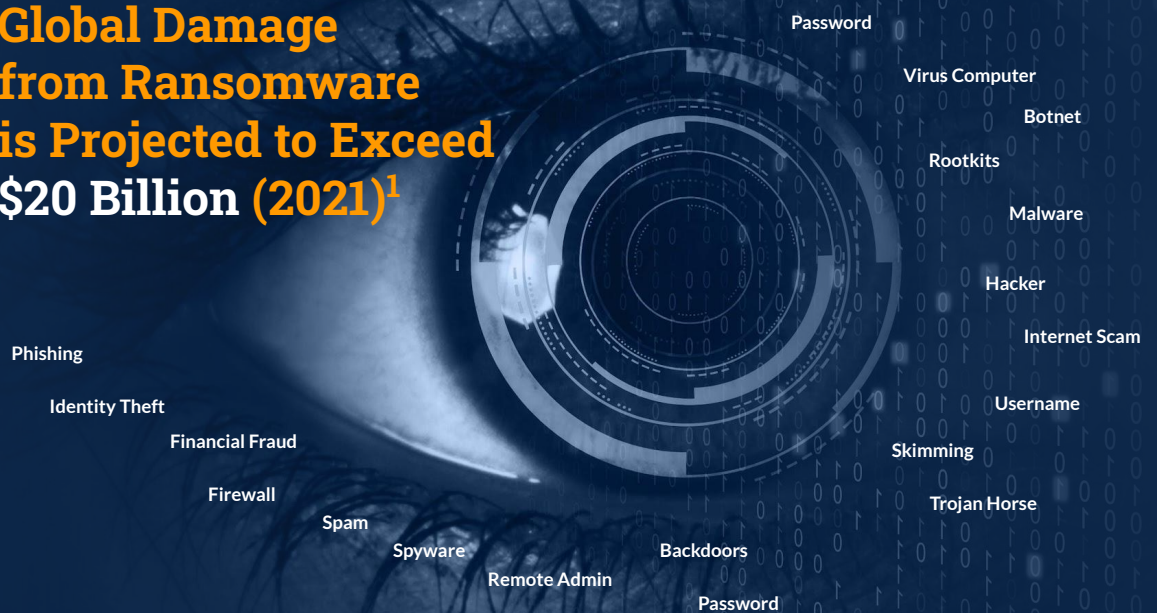Data integrity, security and orchestrated recovery

druva

# Threats Represent Huge Potential Losses

**79%** of enterprises have greater concerns about ransomware protection now than before the pandemic.

In 2021 alone, global damage from Ransomware is projected to exceed $20 billion — **up from $12 billion in 2019.**

With the rise of ransomware, IT leaders face a major challenge to protect and manage their most valuable corporate assets.

**Global Damage from Ransomware is Projected to Exceed $20 Billion (2021)[1]**

Password

Virus Computer

Botnet

Rootkits

Malware

Hacker

Internet Scam

Phishing

Username

Identity Theft

Skimming

Financial Fraud

Trojan Horse

Firewall

Spam

Spyware

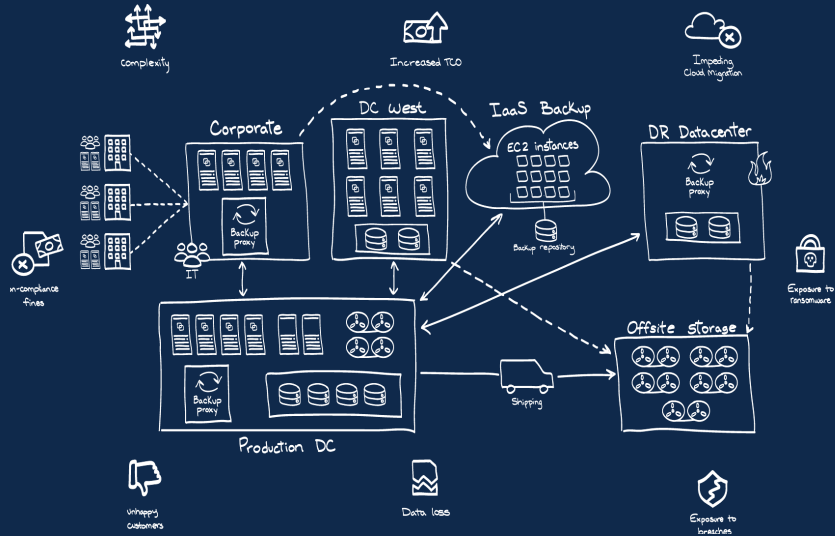Backdoors

Remote Admin

Password

druva

# Legacy Solutions Don't Stave Off Threats

Unfortunately, many companies have a complex tangle of siloed, legacy hardware and software solutions that cause serious management challenges and security gaps. Typically companies manage 5-7 vendors and backup environments that are challenging to integrate and manage seamlessly.

And every minute, cyber criminals are launching new attacks to exploit those vulnerabilities.

You need to protect all your data, without a different application for each new workload and environment.



**7 Vendor Problem**
Software, hardware, services, tapes, cloud …

**Appliance Dependent**
Cloud an afterthought

**Siloed Data Architecture**
Different for locations, clouds, workloads

**Cyber Exposed**
Too many moving parts, lack of SecOps

**Complex and Expensive**
Just not worth it …

# Companies Need a Revolutionary Approach

## They need data resiliency at scale

You need a solution that automatically scales up and down with your business in any location, across multiple clouds around the globe.

## And that's exactly why Druva was born.

Druva's revolutionary, cloud-native, scalable 100% SaaS solution takes advantage of the public cloud's simplicity and scale to provide a single solution for backup and recovery, disaster-recovery, cyber-resiliency, ediscovery and legal hold, and compliance and forensics.

## A Revolutionary Approach Data Resiliency Cloud



**druva**

**Data Resiliency Cloud**

Backup and Recovery | Disaster Recovery | Cyber Resiliency | eDiscovery & Legal Hold | Compliance & Forensics

# Protect All Workloads With One Solution
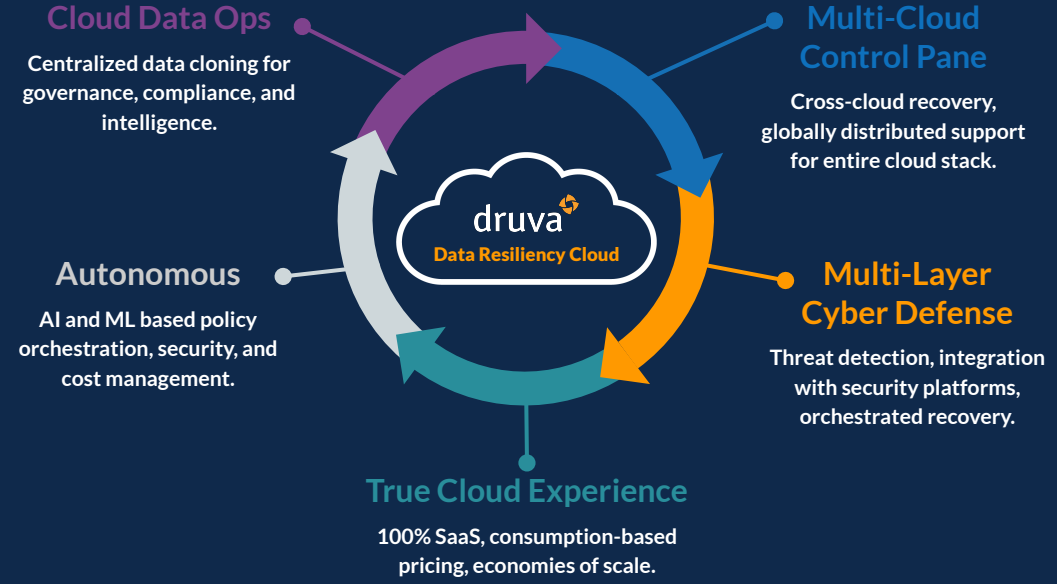
**druva**

Druva's unique Data Resiliency Cloud provides unified, easy-to-manage data protection for all your workloads. Now companies can manage one simple, comprehensive, scalable and elegant solution that protects company and employee data in Microsoft 365, Google Workspace, and Salesforce, along with multi-cloud, data center, and the edge.

**SaaS Apps**

Microsoft 365   Google Workspace   salesforce

**Public Cloud**

aws   Microsoft Azure   Google Cloud

**Data Centers**

vmware   ORACLE   SQL Server

**Edge**

android   iOS   (linux)

**druva**
**Data Resiliency Cloud**
Powered by Druva Cloud Architecture

powered by aws

**Data Protection**
Backup & Restore | Disaster Recovery

**Cyber Resiliency**
Protect | Detect | Respond | Recover

**Data Governance**
Archival | Compliance | eDiscovery

**Data Intelligence**
Machine Learning & Analytics

exterro   okta   paloalto NETWORKS   splunk>

# Ensure Your Data is Always Safe and Always On

druva

Druva eliminates silos with centralized data operations for all your workloads, delivering resiliency from ransomware and other attacks, all with cloud simplicity and scale that **reduces your total cost of ownership by up to 50%!**

**Cloud Data Ops**
Centralized data cloning for governance, compliance, and intelligence.

**Multi-Cloud Control Pane**
Cross-cloud recovery, globally distributed support for entire cloud stack.

druva
**Data Resiliency Cloud**

**Autonomous**
AI and ML based policy orchestration, security, and cost management.

**Multi-Layer Cyber Defense**
Threat detection, integration with security platforms, orchestrated recovery.

**True Cloud Experience**
100% SaaS, consumption-based pricing, economies of scale.

# Now You Can Protect More With Less

Visit druva.com/free-trial to learn more and request a free trial.

**aws** marketplace

**Find Druva in AWS Marketplace**

Get started

druva

**Sales: +1 888-248-4976 | sales@druva.com**

Americas: +1 888-248-4976          Japan: +81-3-6890-8667
Europe: +44 (0) 20-3750-9440      Singapore: +65 3158-4985
India: +91 (0) 20 6726-3300         Australia: +61 1300-312-729

Druva® delivers Data Protection and Management for the cloud era. Druva Data Resiliency Cloud is built on AWS and offered as-a-Service; customers drive down costs by up to 50 percent by freeing themselves from the burden of unnecessary hardware, capacity planning, and software management. Druva is trusted by thousands of companies worldwide, including over 50 of the Fortune 500. Druva is a privately held company headquartered in Sunnyvale, California, and is funded by Sequoia Capital, Viking Global Investors, CDPQ, Neuberger Berman, Tenaya Capital, Riverwood Capital, and Nexus Partners. Visit druva.com and follow us on LinkedIn, Twitter, and Facebook.

Q322_20312