

VERITAS™

# IT'S TIME DATA MADE GOOD ON ITS PROMISE.

WHO WE ARE, WHAT WE DO,  
AND WHAT IT MEANS FOR YOUR ORGANIZATION.

# THE REALITY

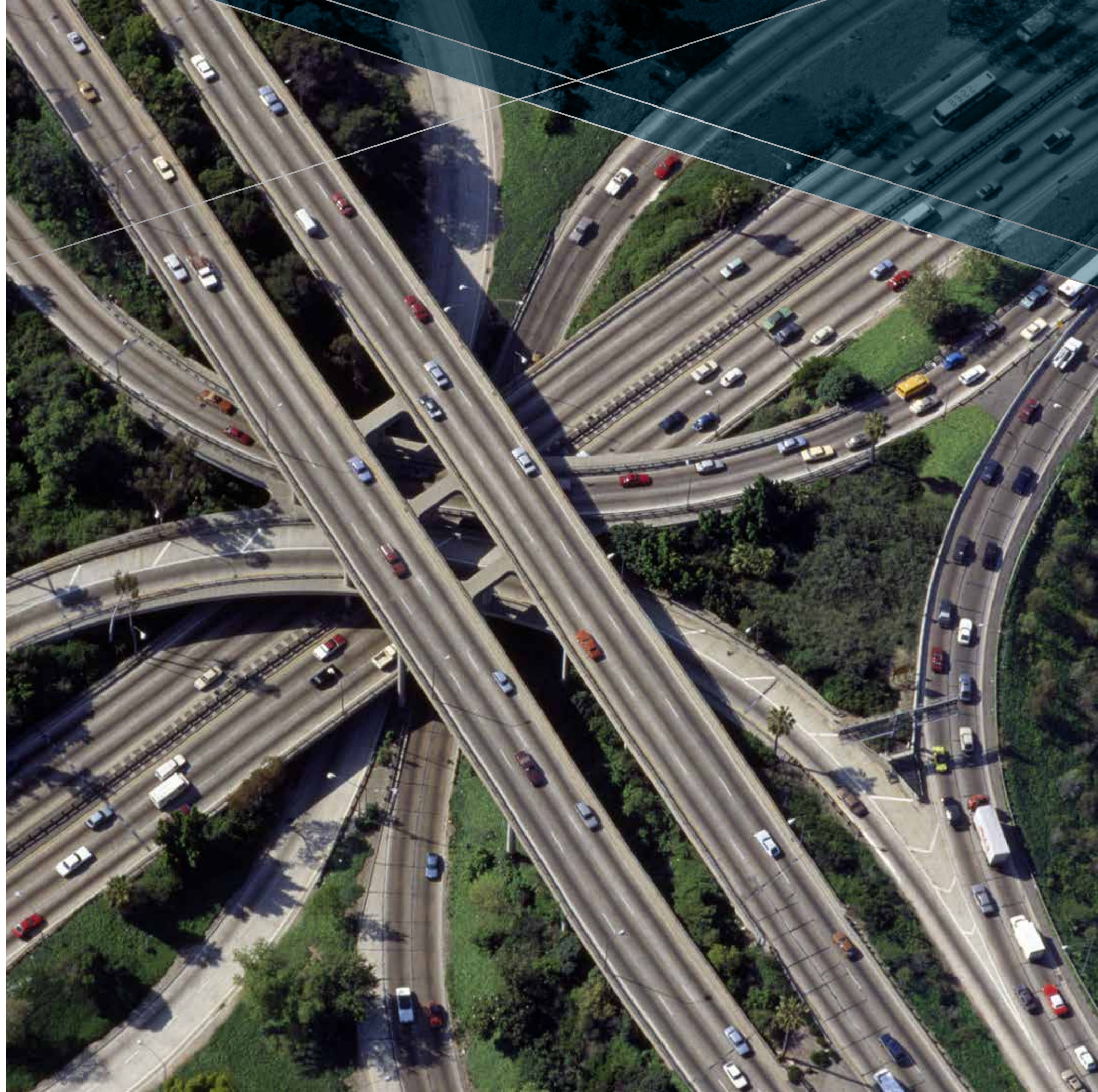
## THE DATA DELUGE IS HERE, AND SHOWS NO SIGNS OF STOPPING.

The exponential growth of data and the resources needed to store and manage it is one of the most pressing issues facing IT today. But at the same time, this data is an invaluable business asset when leveraged properly. This is truly one of the great paradoxes of the information age. We are in the business of information management. But our true calling is unlocking the power of information. It's what we do better than anyone else.

Organizations are not only relying on more data than ever before, but are also creating more of it. It's called digitalization, and it presents a challenge: how to manage, control, leverage, and ultimately influence data to work for you, not the other way around.

And it's not just the amount of data. It's where it lives and how it travels. It's giving form and function to unstructured data. The journey to the cloud now includes stopovers between private clouds, layovers on public clouds, and connections back to on-prem. This hybrid cloud model further complicates information management. Availability and insight become more vital, but incredibly more difficult to promise.

There has to be a better way. It's time to show your data who's boss.



**“From 2013 to 2020, the digital universe will grow by a factor of 10—from 4.4 trillion gigabytes to 44 trillion gigabytes. It more than doubles every two years.”**

IDC<sup>1</sup>





# HUNGRY FOR A SOLUTION

## **MORE ISN'T ALWAYS BETTER.**

To fight this torrent of data, IT is turning to more infrastructure—bigger, faster, stronger, cheaper, and more efficient hardware. Because digitalization is not slowing down and data will keep coming, it needs somewhere to stay. Common solutions include moving it to the cloud, buying more flash storage, or investing in hyper-converged platforms. These solutions help, but they don't solve the larger problem.

# WHY THIS ISN'T WORKING

## **ALL DATA ISN'T CREATED EQUAL.**

To complicate matters, IDC<sup>1</sup> suggests that only 5 percent of data is especially valuable. This leads to those responsible for data analysis spending their time prepping data instead of analyzing it. It also means that complete visibility is nearly impossible to achieve. Blind spots create challenges as you manage, delete, move, store, and recover information. By focusing on infrastructure, the real problem is left to get even worse.

# INFORMATION OVER INFRASTRUCTURE

## SEIZE CONTROL OF YOUR DATA.

If shifting complexities are the problem, the solution is to start with the constant: information. For 25 years and counting, we've been making data more business friendly by building solutions that help the world's largest organizations manage, protect, and identify their data, even in the most complex environments. We've done this by focusing on the information.

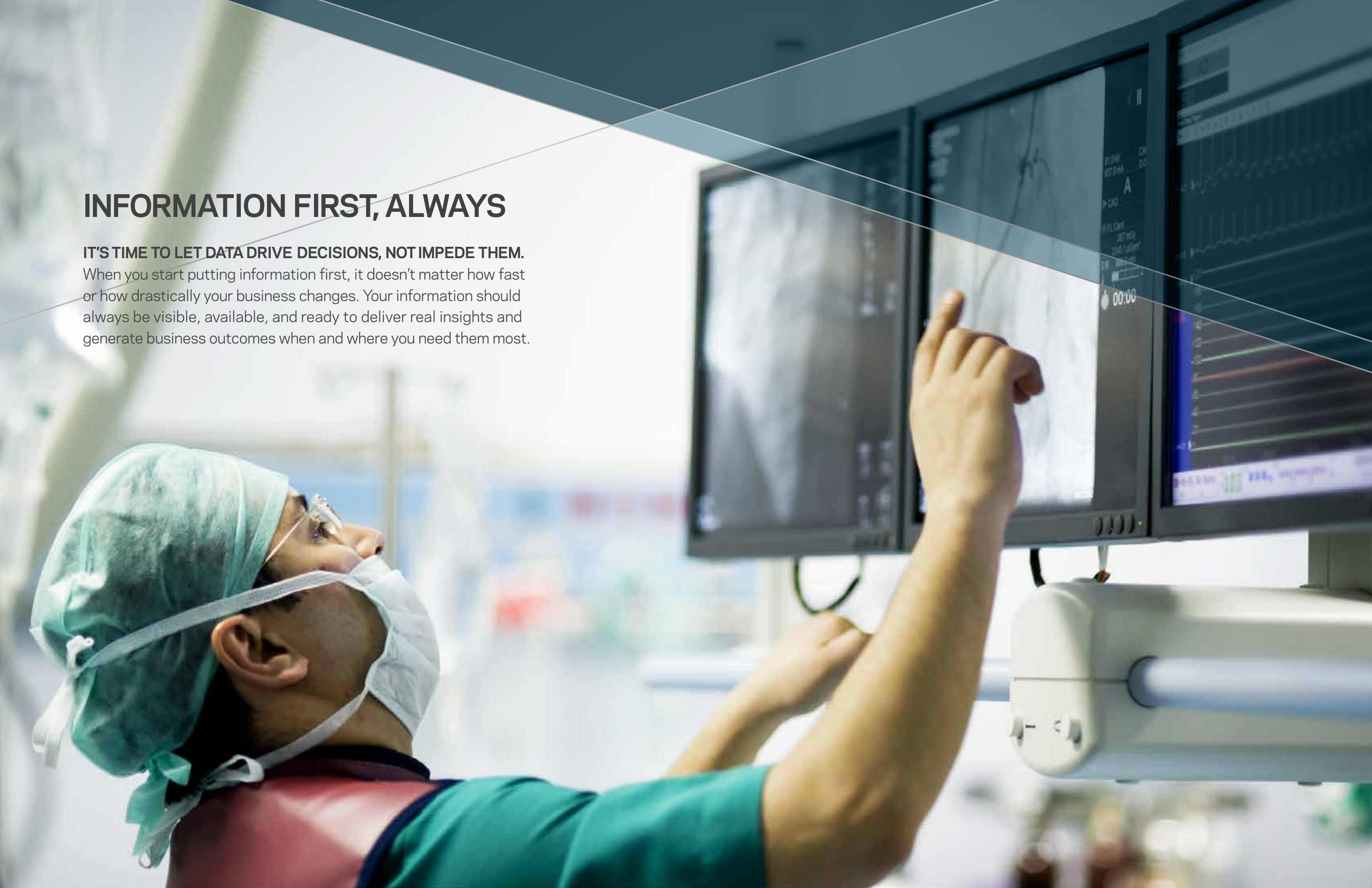
Every one of our information management solutions—from business continuity and backup and recovery to storage management and information governance—is designed around the premise that information is more important than infrastructure. While environments change and evolve, information is a constant, and our job is to ensure that it is available, visible, and recoverable.



## INFORMATION FIRST, ALWAYS

**IT'S TIME TO LET DATA DRIVE DECISIONS, NOT IMPEDE THEM.**

When you start putting information first, it doesn't matter how fast or how drastically your business changes. Your information should always be visible, available, and ready to deliver real insights and generate business outcomes when and where you need them most.





# OUR APPROACH

## IT STARTS WITH DATA AND ENDS WITH EMPOWERMENT.

**We believe that infrastructure availability does not equal business uptime.** Many vendors associate uptime with hardware and infrastructure. By this logic, if an application fails, you don't find out until your customers do. Our information-centric approach ensures that application downtime never becomes customer downtime.

**We believe that all data is not created equal.** The same principle applies to storage and recovery. It costs more to store and becomes more difficult to protect, assess, and recover data when it's all given the same priority. You need to know what data is critical and what data is worthless, so you can focus on the growth of your business, not your storage costs.

**We believe in knowing what you have and keeping what you need.** Because the value of your data doesn't lie in the amount you have, but in its content and ability to be leveraged. When you understand what you have, where it lives, and how old it is, you can eliminate data that has no value and make better decisions faster.

**Veritas works with 86 percent of global Fortune 500 companies, improving data availability and revealing insights to drive competitive advantages.**





# HOW WE DO IT

## BACKUP AND RECOVERY

You need scale without complexity. Veritas Backup and Recovery solutions enable you to protect, locate, and recover more information in less time across any combination of platforms, storage environments, or hybrid-cloud architectures. You can use the same tools across environments to ensure simplicity and consistency in protection.

## BUSINESS CONTINUITY

Keep your business running, always. Defy disasters and outages with Veritas Business Continuity solutions that work across applications, no matter what they're running or where they're running, even across hybrid clouds. Veritas helps you design a proactive strategy that is built on predictability, automation, and simplicity.

## STORAGE MANAGEMENT

Your storage should be doing more. Now you can manage your storage environments regardless of hardware platform, hypervisor, or vendor. Veritas Software-Defined Storage solutions enable faster application deployment and the appropriate Quality of Service with the level of visibility you require.

## INFORMATION GOVERNANCE

Gain visibility. Expose risk. Veritas Information Governance solutions simplify and automate the management of unstructured data by allowing you to clearly see who's using your information, where they're using it, and how—so you can ensure compliance, limit liability, and focus on the information that matters most.



# WHY VERITAS?

Veritas Technologies enables organizations to harness their information, bolstering business success in even the most complex environments. We serve organizations of all sizes, including 86 percent of global Fortune 500 companies. In fact, for over a decade, Veritas has been recognized as a leader in the Gartner Magic Quadrant for both Enterprise Backup Software and Integrated Appliances<sup>2</sup> and Enterprise Information Archiving.<sup>3</sup>

Together with our experienced partner community, we help our customers improve their data availability and unlock insights to make them more competitive. With over 7,800 employees in 58 countries around the world, Veritas is a \$2.5 billion company that partners with the largest technology leaders, including Amazon, Cisco, Fujitsu, Google, Hitachi, HP, IBM, Microsoft, NetApp, OpenStack, Symantec, and many more.

From traditional data centers to private, public, and hybrid clouds, Veritas, together with our partner community helps enterprises—regardless of their environment—protect, identify, and manage data using intelligent information management solutions. With Veritas, enterprises have the insight and availability they need to understand what information they have, know how to keep it protected, and realize what they should delete.

To learn how we can do the same for you, visit us at [veritas.com](http://veritas.com)

<sup>1</sup> Source: EMC Digital Universe Study, with data and analysis by IDC, April 2014.

<sup>2</sup> Source: Gartner, Inc., Magic Quadrant for Enterprise Backup Software and Integrated Appliances, Dave Russell, Pushan Rinnen, Robert Rhame, June 15, 2015.

<sup>3</sup> Source: Gartner, Inc., Magic Quadrant for Enterprise Information Archiving, Alan Dayley, Garth Landers, Anthony Kros, October 29, 2015. Note, from 2005-2009 the research was called Magic Quadrant for Email Active Archiving.

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