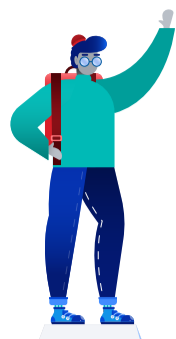


Are you on top of your data protection?



Cyber attackers are more sophisticated and successful



Data corruption or loss can financially damage your business



Cost to maintain data is growing as volume and complexity grows



In a 2018 study of companies that were attacked, it was found that 68% of breaches took months or longer to discover.¹



The average cost of a single attack is \$5 million, with \$1.25M (25%) attributable to system downtime, and \$1.5M (30%) to IT and end user productivity loss²



The average enterprise backup has reached a petabyte or more, pushing conventional storage to its limits³

These strategies help you reach the top:

1 | Reduced storage OpEx and CapEx

Simplify data management and drive storage efficiencies

2 | Flexible data protection targets

Choose from multiple options: Disk, Tape, Virtual Tape, Cloud, Object

3 | Rapid data access with RBAC and self-service

Simplify, automate and orchestrate the copy data life-cycle

With IBM data protection solutions, your view from the top will include:



Instant recovery and reuse from data backups



Self-service data access to increase business productivity



Simplified operations with SLA-based management and agentless solutions



Flexible data protection targets to help control costs, performance and security



Improved ability to recover from cyber attacks

IBM modern data protection prepares you for your adventure to the top

Data protection software:

IBM Spectrum Protect®

Reduce backup infrastructure costs with built-in data efficiency capabilities

IBM Spectrum Protect Plus®

Data protection and VM protection and availability for the modern business with data reuse to support real-time needs for DevOps, analytics, etc.

IBM Spectrum Copy Data Management

Optimize the use of copies to lower storage costs and enhance value through data reuse

Multi-tier data protection:

IBM Cloud Object Storage

Flexible, economical, scalable hybrid cloud object storage with geo-dispersed enterprise availability and security

IBM Spectrum Scale

High-performance, highly scalable and secure storage with authentication, encryption and replication

IBM Tape Solutions

Energy-efficient tape storage that is scalable, durable, with air-gap and powerful economics

¹ "2018 Data Breach Investigations Report," Verizon, March 2018

² "The True Cost of Ransomware," Ponemon Institute, April 2017

³ "Modern Backup Strategies for Modern Enterprises," ITProPortal, May 2017

Find out more about IBM Modern Data Protection →