

TOTAL RANSOMWARE PROTECTION WITH ZADARA AND VEEAM

Agile, effective, 100%-OpEx backup for Veeam, with on-premises and cloud tiering, and built-in ransomware protection. Ransomware, malicious software that gains access to files or systems and blocks user access to those files or systems, can cripple a business. Beyond the cost of the ransom, companies are subject to fines (for breach of data privacy for example), downtime costs, and loss of reputation. Ransomware attacks have become increasingly prevalent, with a reported 85% of organizations experiencing at least one attack in the last year (2022).*

A significant 67% of backups are using a Cloud Service; and 28% of companies update their recovery plans more frequently than once per year.**

Downtime can cost an average of \$336,000 per hour (Gartner) that equates to millions of dollars in losses. Protecting against this insidious threat has simply become a part of doing business, and today's complex IT environments require a sophisticated (yet manageable) approach to data protection.

Zadara's Object Storage*** with immutability and Veeam combine to create a total ransomware protection solution. Zadara's technology allows you to create a data storage system that exploits the full capabilities of Veeam's powerful data protection software — including Object Lock data immutability — in a flexible, 100%-OpEx model that ensures you pay only for the storage resources you actually use. Features include:

- Automatic, continuous, incremental backups to both on-premises and off-site remote storage, including private clouds and public clouds
- Frequent space-efficient redirect-on-write snapshots with the retention of multiple versions, allowing customers to keep as long a history of their data as they desire

*2023 Veeam Data Protection Trends Report

**Forrester State of DR Preparedness 2022

WHY ZADARA

SIMPLE

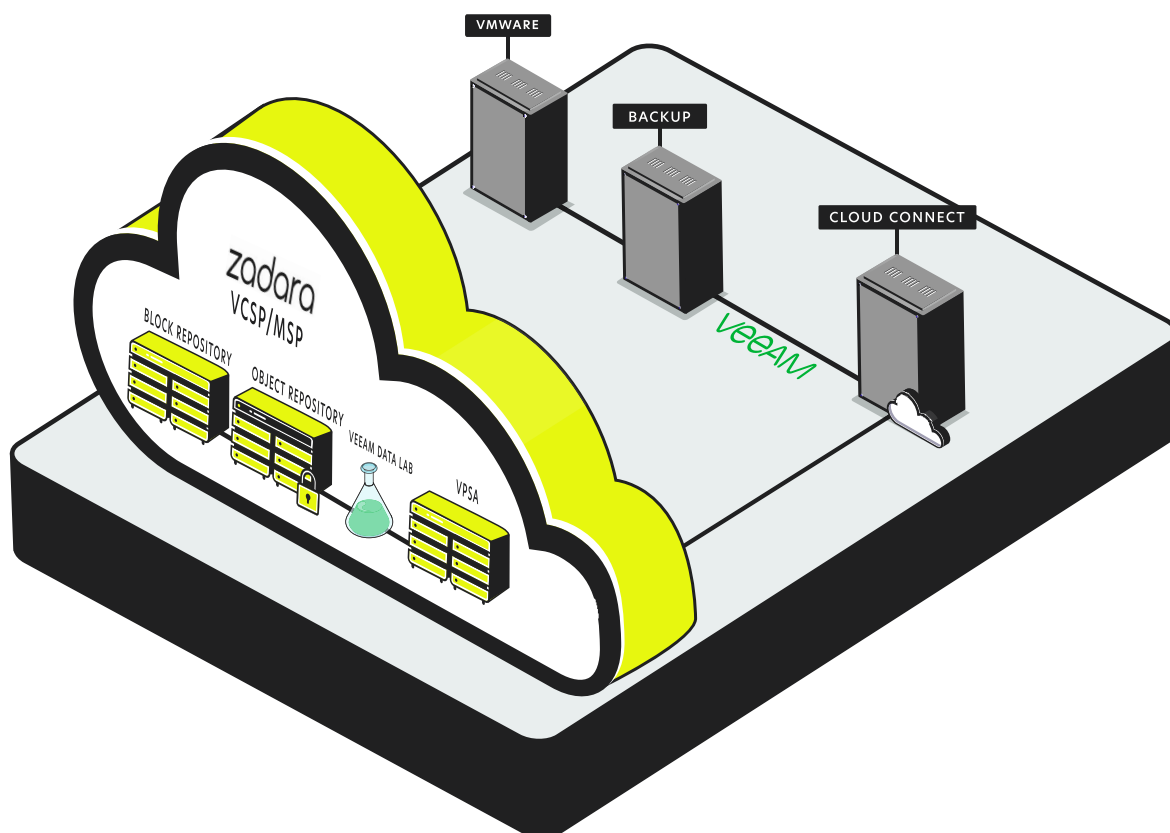
- Consolidate backups into a single, multi-tier, multi-location storage system
- Meet RPO/RTO objectives with disk based on-premises and cloud backup

SCALABLE

- Scale up, down or hibernate block/NAS VPSA's at any time; pay only for what you use
- Multi-tenant architecture, isolated resources per user, with charge-backs

PREDICTABLE

- Zero storage refresh costs. No disruptive migrations. No egress fees.
- 100% SLA guarantee (or we pay you back)



- Rapid recovery and long-term data retention on-premises and in the cloud. Meet regulatory compliance requirements, with optional local and remote snapshot capabilities.
- Virtual Network Interfaces, providing isolated tenant access to storage resources
- Air-gapped architecture, reducing the attack footprint
- Object Lock data immutability to protect against deletion and overwriting providing an 'air gap' architecture
- Compliance: ISO 27001; SOC 2; HIPAA; GDPR; more
- Zero storage refresh costs. No disruptive migrations. No egress fees.
- 100% SLA guarantee (or we pay you back) ZERO RISK
- 100% OpEx. No long term contracts. No minimum commitments.
- On-demand 24/7/365 expert support

OBJECT LOCK DATA IMMUTABILITY

Veeam allows users a choice to offload a backup copy to Object Storage as soon as it is created in the Performance Tier or with Veeam Data Platform V12 for backups to go straight to Object Storage. Combining this with Object Lock on Zadara enables a protection mechanism that reduces the window of opportunity for ransomware, while at the same time providing a long term or offsite copy of the backup. This simplifies the mechanism for providing a comprehensive 3-2-1-1-0 backup rule policy, while increasing security against malware. Utilizing Zadara Object Storage* with a Zadara and Veeam service provider opens up opportunities to tap into the service provider's expertise and aggregation, and take advantage of the multi-tenant isolation of both Zadara and Veeam. Veeam Data Platform V12 incorporates support for multiple Object Storage environments and Zadara has the ability to provide multiple Object Storage instances within a single platform.

USE ZADARA TO CREATE AN EFFICIENT 'AIR GAP'

Offline storage is the single most effective ransomware resiliency technique, and it can be achieved in many direct ways. While tape backup, with its Write-Once Read-Many capability, has traditionally been used as an easy and effective 'air gap' mechanism, this simple and proven technology comes with some significant trade-offs, including lack of speed and long-term reliability. Worse, required tape rotation is impossible when organizations cannot access their facilities. This puts organizations at risk of not being compliant with government regulations and other processes that the business depends upon for successful operations. Zadara provides the recovery performance of disk-based storage in a fully connected environment, while also providing the security of an 'air gap' architecture in multiple ways:

- Network isolation
- Virtual Private Storage Arrays (block and file)
- Disk isolation
- Out-of-band management network
- VNI - non-routable network isolation Zadara's multi-tenant architecture enforces air gaps between tenants. This way, isolation occurs naturally within private VLANs. Further isolation is employed by using Single Root I/O Virtualization (SR-IOV) technology to isolate core infrastructure from VPSAs. Even within a VPSA, Zadara operates a deny-by-default policy, so new volumes are isolated until they are mapped with server records. Server records specify which hosts have access to what volume. NAS permissions can be configured as a one-to-one or many-to-one relationship using subnet or CIDR notation, which can be integrated with third-party authentication and accounting systems such as Active Directory.

RAPID REMOTE RECOVERY

Recover quickly from a ransomware attack, with sophisticated data management features. Zadara's remote clone technology allows the streaming of one volume from one VPSA to another across a local or wide area network. This provides for recovery in seconds as volume clones from the remote VPSA can be accessed without the need for a full restore, which can take hours or days. Additionally, Zadara's asynchronous mirroring capability provides the ability to present a clone from a snapshot either locally in the DR site or remotely using a remote clone, without the need to break the mirror between source and destination. This provides an effective rapid recovery option and enables efficient testing of recovery procedures.

RESTORE VEEAM DATALABS

Veeam Datalabs enables a recovery testing process to be implemented where a Zadara VPSA can be provisioned on demand, using this to provide the recovery target for Datalabs restore environments – securely and isolated. This allows for recovery testing to be used for malware scanning and DR recovery testing during normal working hours.

VEEAM DATA INTEGRATION API

Build ransomware protection solutions tailored to your environment and requirements. Both Zadara and Veeam provide comprehensive RESTful APIs, allowing automation and integration of third-party solutions. Zadara can utilize Role-Based Access Controls with the API calls to limit capabilities. Veeam enables instant access via PowerShell cmdlets to any Veeam backup content, which can be used for security data mining, GDPR regulatory compliance and to scan for sleeping malware or ransomware.

NON-DISRUPTIVE UPGRADES

Good housekeeping is also key to effective data protection. Bug fixes and security patches must be applied in a timely fashion, to ensure that protective measures do not become obsolete and easily exploited. Zadara's storage services are architected for non-stop operation, including non-disruptive updates. These upgrades are applied by Zadara support operations staff, in consultation with users, as part of the storage service. Zadara's centralized management portal enables an organization to manage upgrades on a VPSA-by-VPSA basis, allowing for a staged upgrade and patch process. The unique Zadara architecture enables test VPSAs to be created in as little as 90 seconds with the latest software version available; production upgrades take a few minutes to complete for each VPSA, while maintaining availability.

24X7 MANAGEMENT BY WORLDWIDE OPERATIONS TEAM

Because all Zadara enterprise storage clouds are managed 24x7 by Zadara's worldwide operations team, there is an out-of-band management layer isolated from VPSAs. The management layer provides our operations team a method to proactively monitor and rapidly respond to issues that may arise, on top of the self-healing and auto-alerting built into the platform.

HOST YOUR OWN OR CHOOSE A SERVICE PROVIDER

Want to host your own backup solution? You can deploy Zadara + Veeam storage on your premises, at your chosen colocation provider, or in a public cloud adjacent data center. Or, If you're looking for a service provider to manage all or part of your backup infrastructure, Veeam backup and recovery with Zadara storage is available through leading service providers worldwide, including the Veeam Cloud Service Provider network.



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zadara

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Any data type. Any protocol. Any location.

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