



Ransomware
protection begins

...with a backup plan

VERITAS[™]

The truth in information.

By 2019, damages from ransomware attacks are predicted to reach \$11.5 billion worldwide.¹ That's the equivalent cost of \$1.50 for every person on the planet.

A preventive security strategy is essential for any organization and should include a comprehensive internal education program. But even then, innocent mistakes can happen. The best approach is to have a backup plan—an *actual* backup plan. Keeping a safe copy of your files is the smartest protection you can get.

THE COST OF RANSOMWARE

Ransomware cybercriminals gain illegal access to valuable data, which they then encrypt and hold for ransom. In most cases, the costs to an organization can be significant both in terms of the ransom itself as well as the loss of business or disruption to normal operations while access to the data is blocked.

Plus, there's no guarantee that when you pay the ransom the problem will actually go away. Many attackers demand a higher ransom after the first request has been paid, and 20 percent of ransomware victims are never sent the decryption key.³

But what if you had another copy of those all-important files that you could just spin up in their place?



91% of cyberattacks begin with a spear-phishing email, commonly used to infect organizations with ransomware.²

MODERN BACKUPS CAN PROVIDE A FAIL-SAFE

A modern backup solution like Veritas NetBackup™ simplifies data protection across all environments—virtual, physical and even multi-cloud—and provides an easy, flexible way to manage and recover your backups. With NetBackup, you can set your backups to run to your exact specifications knowing you've taken care of not only data management and compliance, but also protection against ransomware.

Here are four backup strategies you can use to keep your data safe:

- **Create air gap backups**—Keeping data offline and on removable media such as tape makes it impossible for attackers to access and encrypt the data for ransom. Few measures can claim to be 100 percent safe from ransomware, but this is one of them, and its value to the organization cannot be overstated.
- **Distribute multiple copies of backup images to different locations**—Keeping copies of backup images in multiple locations can further stymie any attempt to capture all copies of your data because ransomware is typically limited to data stored and accessed locally via ordinary user accounts. Distributing multiple backup images makes discovering each copy increasingly harder, creating a time-consuming problem most ransomware attackers won't pursue.
- **Restrict the use of backup credentials**—Restricting the use of login credentials or user accounts allowed to administer and operate your backup system greatly reduces and may even eliminate phishing attempts or a potentially dangerous web browsing session by a user. This step effectively shuts off the most common entry point and helps prevent an infection of your backup environment by ransomware.
- **Evaluate your RPO**—Limiting damage from a ransomware attack by running more frequent backups to shrink your Recovery Point Objective (RPO) can reduce potential data loss to hours or minutes.

COMPLETE PROTECTION FOR ALL DATA—WHEREVER IT RESIDES

Named #1 for Data Center Backup and Recovery,⁴ NetBackup delivers breakthrough capabilities for virtualized and cloud-based deployments that go well beyond what traditional backup practices can achieve.

Built for modern workloads, it provides automated, unified data protection for all your data assets—across mixed virtual, physical, and multi-cloud environments—managed through a single interface. If you're a backup administrator, here are some of the features you can rely on to save you time and even money while safeguarding the business against ransomware.

NetBackup features to mitigate risk:

- **Automatic Image Replication (AIR)**—Backup images and catalogs can be automatically replicated over a network to other NetBackup domains on-premises or in the cloud.
- **Snapshot replication**—Hardware snapshots created using NetBackup Snapshot Management can be automatically replicated to other storage systems at off-site locations.
- **Tape vaulting**—Vault automatically ejects the proper tapes from a robotic library, tracks the movement of tapes to and from off-site storage facilities and prints reports to include with the daily shipment or email to your records management vendor.
- **Integration with Veritas Resiliency Platform**—Integration with Resiliency Platform ensures resiliency for applications across your heterogeneous environments regardless of whether your data source is replication or a combination of replication and NetBackup data sources.

NetBackup features that deliver fast, reliable recovery from any storage target:

- **Instant access**—Mount and browse a VMware backup image using a simple, web-based user interface, accessible by any user granted access.
- **Instant recovery**—Recover virtual machines (VMs) and databases by booting them directly from a backup disk.
- **Bare metal restore**—Quickly prepare a physical system for restore, eliminating the need for manual reconfiguration.
- **Granular recovery**—NetBackup Granular Recovery Technology indexes the contents of data sources, making it easy to restore specific items without endless trial-and-error restore attempts.

With so many priorities to juggle when it comes to business continuity, you need a data protection solution you can rely on.

NetBackup's unified protection capabilities and simplified data management make it easier than ever to meet your data compliance and recovery goals while protecting against ransomware attacks.

UNIFIED DATA PROTECTION FOR THE CLOUD-READY ENTERPRISE

NetBackup 8.1.2 reduces the staggering complexity of enterprise data protection through a unified solution built on converged infrastructure, scales with relentless growth through best-in-class performance at petabyte-level capacity and paves the way to IT-as-a-Service through convenient, self-service operation. It lays the foundation for universal data management, enabling rapid visualization of data and accelerating cloud adoption with minimal risk. As IT transforms from cost center to business enabler, NetBackup is engineered to solve the diverse challenges of today and tomorrow and ultimately give organizations the confidence to move faster and take bigger risks, trusting that their information will be safe.

READY FOR YOUR NETBACKUP PLAN?

Learn more about NetBackup at
www.netbackup.com

¹ "Global Ransomware Damage Costs Predicted To Hit \$11.5 Billion By 2019," <https://cybersecurityventures.com/ransomware-damage-report-2017-part-2/>

² "91% of cyberattacks begin with spear phishing email," <https://blog.knowbe4.com/bid/252429/91-of-cyberattacks-begin-with-spear-phishing-email>

Morgan, Steve. "Global Ransomware Damage Costs Predicted To Exceed \$8 Billion In 2018." Cybercrime Magazine, 20 Oct. 2018, cybersecurityventures.com/global-ransomware-damage-costs-predicted-to-exceed-8-billion-in-2018/

³ "Why you should NOT pay ransom to malware creators," <https://www.kaspersky.com/blog/no-no-ransom/13364/>

⁴ Veritas Technologies is the Leader in the 2017 Gartner Magic Quadrant for Data Center Backup and Recovery Software – and has been for 17 consecutive years.

ABOUT VERITAS TECHNOLOGIES LLC

Veritas Technologies empowers businesses of all sizes to discover the truth in information—their most important digital asset. Using the Veritas platform, customers can accelerate their digital transformation and solve pressing IT and business challenges including multi-cloud data management, data protection, storage optimization, compliance readiness and workload portability—with no cloud vendor lock-in. Eighty-six percent of Fortune 500 companies rely on Veritas today to reveal data insights that drive competitive advantage. Learn more at www.veritas.com or follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

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