



# Case to Simplify Data Protection

## Today's Backup and Recovery Is Complex




**Fragmented**

- Multiple silos
- Management complexity




**Inefficient**

- No scale-out
- Data sprawl



**Dark Data**

- Limited data visibility
- No data reuse



**Not Cloud Ready**


- Bolt-on gateways
- Increased complexity

## Data Growth and Silos Are Driving IT Complexity



**68%**

of organizations find their IT environments **more complex** than they were 2 years ago.




**41%**


of surveyed organizations say a reason for this complexity is **higher data volumes**.

## Infrastructure Silos Are Driving Unnecessary Data Copies

On average, there is **4.75 TB** of protection data for every 1 TB of production data.



29% of organizations have **6 TB or more** of protection data for every 1 TB of production.



 These multiple copies can be **difficult to manage and inefficient**.

## Downtime and Lost Data Directly Impact Revenue



**29%**

of respondents cited **direct loss of revenue** as the most concerning potential impact from downtime or lost data, making it the most often cited response.

## Organizations need a modern solution that can simplify their backup and recovery globally.



**Hyperconverged**

- Eliminate silos
- Simple management



**Efficient**

- Unified UI
- Non-disruptive update



**Productive**


- Application development w/ test/dev
- In-place analytics




**Multicloud**

- Any cloud
- Native protocol access


## The Cohesity Advantage:




Unified UI




Scale-out Architecture




Multiple Workloads




Instant Mass Restore




Global Dedupe




Strict Consistency



Policy-based protection



Limitless Snaps and Clones



Easy Integration – Target Storage

## Simplify Your End-to-End Data Protection

You can break down complex silos of backup, integrate your data protection, and support your modern data protection needs with a modern backup and recovery solution.

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**COHESITY**