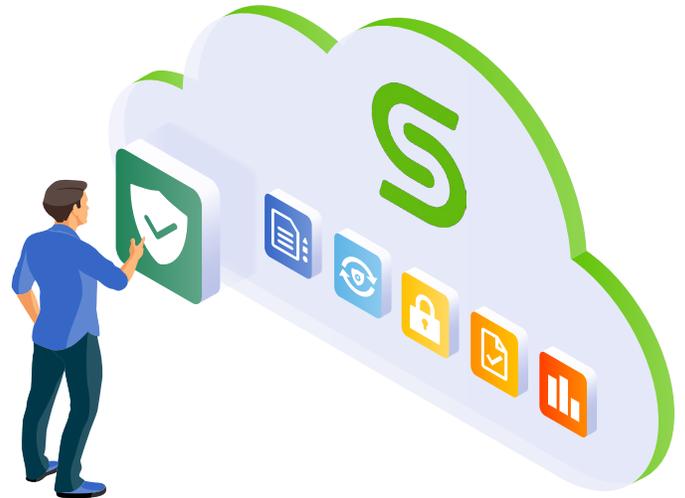


# 3 reasons to move to modern backup as a service



## Overview

As organizations strive to remain agile while keeping their data secure from sophisticated cyber threats, many are moving away from the do-it-yourself (DIY) approach to IT and accelerating cloud adoption. While most cloud-based solutions help lower expenses by reducing operational overhead, they're ill-equipped to enhance cyber resilience or accommodate pivots to hybrid and multicloud environments. Modernize your data management approach and keep your business resilient with backup as a service (BaaS). It's the ideal way to save, simplify, and secure your data.



## 1. Simplify backup and easily on-ramp to hybrid and multicloud

Managing siloed on-premises and cloud environments is complex and creates unnecessary IT stress. Fragmented data management architecture also expands the attack vector for cybercriminals to exploit. Time that should be spent on innovation is instead wasted on managing multiple-point products. IT must already contend with how legacy products can (or can't) handle newer, unsupported data sources like distributed databases, Kubernetes, and SaaS apps. Now they're being asked to move to the cloud with no easy path forward.

A single, multicloud platform that supports both self-service management and SaaS provider-managed infrastructure across hybrid cloud and multicloud makes better business sense. Here's why. You'll:

- Reduce management complexity with a single, managed BaaS solution built for hybrid cloud that scales without limits
- Save time by focusing on value-added innovation with an enterprise-grade data protection solution that leverages a simple, intuitive GUI supporting predefined policies and auto-discovery of workloads
- Eliminate unnecessary data copies and move data efficiently and securely, onsite and off, while protecting it in the cloud
- Enable developers and data analysts to uncover insights from all enterprise data in a self-service model



## 2. Enhance cyber resilience with immutability and strict access controls

While the cloud can be a convenient place to store data, it's not immune to cybersecurity threats. Misconfigurations, insufficient identity, credential and access management, and a lack of secure cloud architecture can all put your cloud data at risk.

A modern cloud backup solution based on Zero-Trust design principles can help enhance cyber resilience. Immutable snapshots, combined with strict access controls (multifactor authentication, granular role-based access controls, a flexible key management system), can deter bad actors from accessing and destroying your cloud-based data. You can also:

- Protect on-prem and cloud data with modern BaaS—and importantly, defend backups from becoming ransomware targets, no matter where data resides
- Isolate data to another environment to enhance data security
- Stop unauthorized access with least privilege principles
- Use advanced cloud services to ensure compliance and reduce business risk



## 3. Gain cost predictability and business agility in uncertain times

Capital expense budgeting and lengthy procurement cycles for traditional backup and recovery point products are incompatible with today's unpredictable business climate. Legacy backup solutions require forklift upgrades, regular patching, and maintenance, and your business can't afford the corresponding downtime. Instead, organizations are embracing modern BaaS solutions. Not only do they preserve cash and improve cost management, but accelerating the shift to an operational cost model lets you:

- Eliminate CapEx, procurement headaches, and infrastructure maintenance costs with a ready-to-use backup service available in an easy OpEx cost model
- Move to simple and predictable capacity pricing—based on easy-to-measure, front-end capacity
- Cut upgrade and renewal costs with all-in pricing and ongoing functionality updates
- Improve business agility by increasing or decreasing capacity on demand wherever users need it—without waiting on lengthy procurement and deployment cycles

### Learn more

Amidst global uncertainty and increased cyber threats, you need a data security and management solution that has your back. Choose modern BaaS that doesn't require you to deploy yet another point product to protect your SaaS applications. Cohesity's industry-leading backup software, Cohesity DataProtect, is now delivered as a service on Amazon Web Services (AWS) to enable true hybrid cloud flexibility in an easy-to-use, cloud-native SaaS model. Move from legacy backup solutions poorly retrofitted for cloud to Cohesity DataProtect delivered as a service and quickly discover how easy it is to back up and do more with your data using advanced AWS services. Simply sign up, connect, and protect to start realizing these benefits in your organization.

[Register](#) today for a free trial of Cohesity DataProtect delivered as a Service.

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