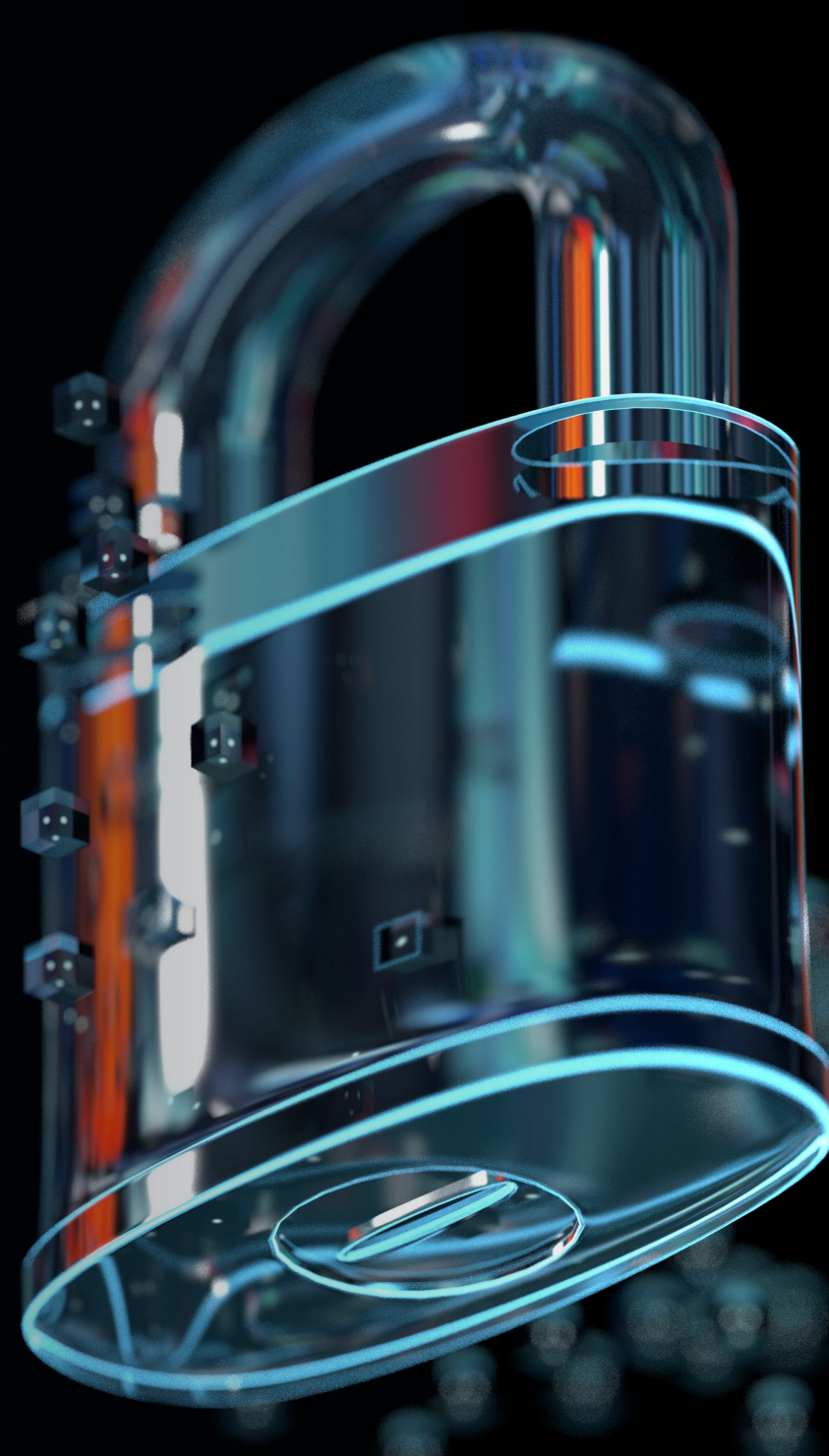


Defeating Ransomware: Ootbi by Object First

BEST STORAGE FOR VEEAM

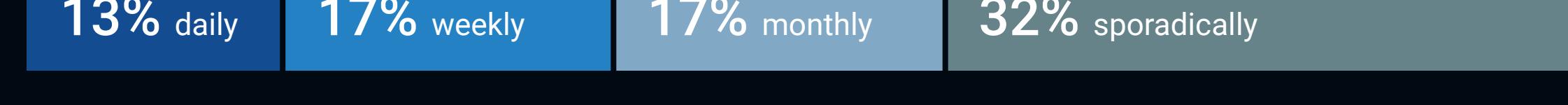
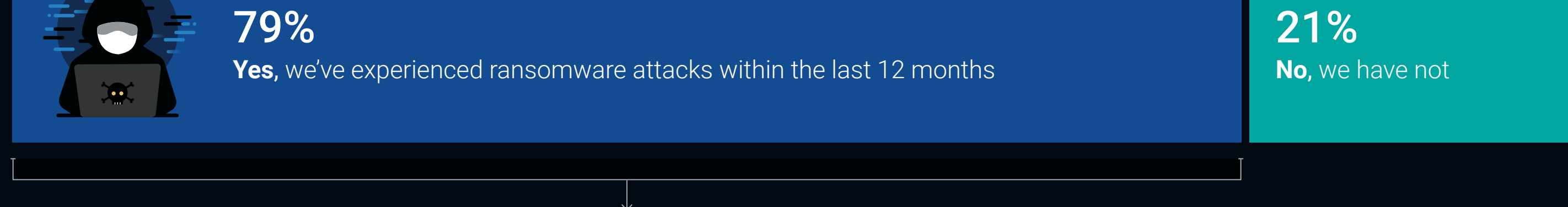
Cyberattacks are pervasive, and ransomware continues to increase as cybercriminals target backups and the data protection infrastructure. The most effective protection solutions must be easy to use, include cyber-recovery, and be cost-efficient. That's why Veeam customers should consider Ootbi by Object First appliances to stop ransomware in its tracks.



Ransomware Is the New Reality

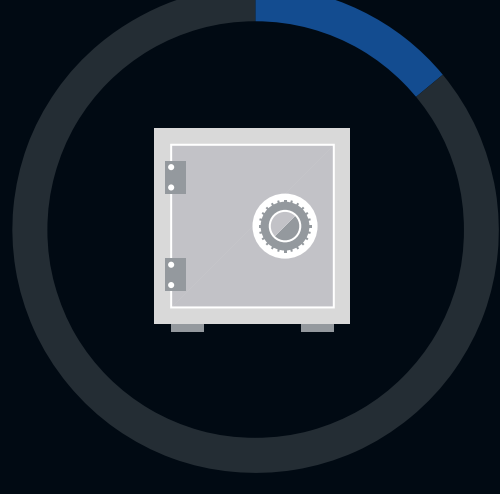
The scope of cyberattacks is expanding. It is not a matter of if but when an organization will experience an attack. And it is not just production data that is targeted; now, backup copies are also being hit by ransomware. Midsize organizations tend to be more exposed to ransomware than their enterprise counterparts. This may be because only 34% of midsize organizations have a well-defined incident response strategy versus 49% in the enterprise.

» Has your organization experienced an attempted ransomware attack (successful or not) within the last 12 months? N=620



Nearly three in four of those organizations that experienced ransomware attacks were negatively financially impacted. N=485

» Paying a ransom does not guarantee that an organization will get all its data back



14%

of all organizations reported restoring 100% of their data after paying a ransom.



87%

of all organizations often experience additional extortion attempts after an initial attack.



40%

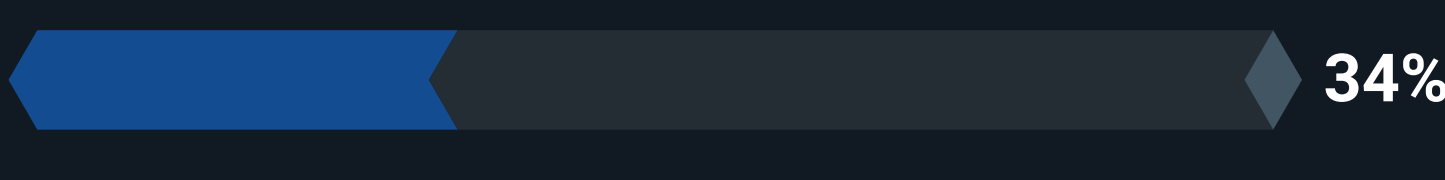
of all organizations said backup infrastructure security plays a critical role as a preventative security control.

» Midmarket preparedness

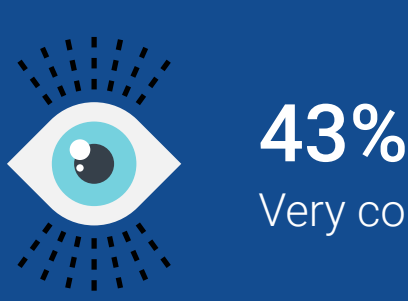
Midmarket organizations that are completely confident in their ransomware preparedness.



Midmarket organizations that have a well-defined incident response strategy that has been tested and executed in response to an attack versus 49% in the enterprise.



» Organizations' Concern that Backups Could Become Ransomware Targets N=620



43%

Very concerned

44%

Somewhat concerned

13%

Not very/
not at all
concerned

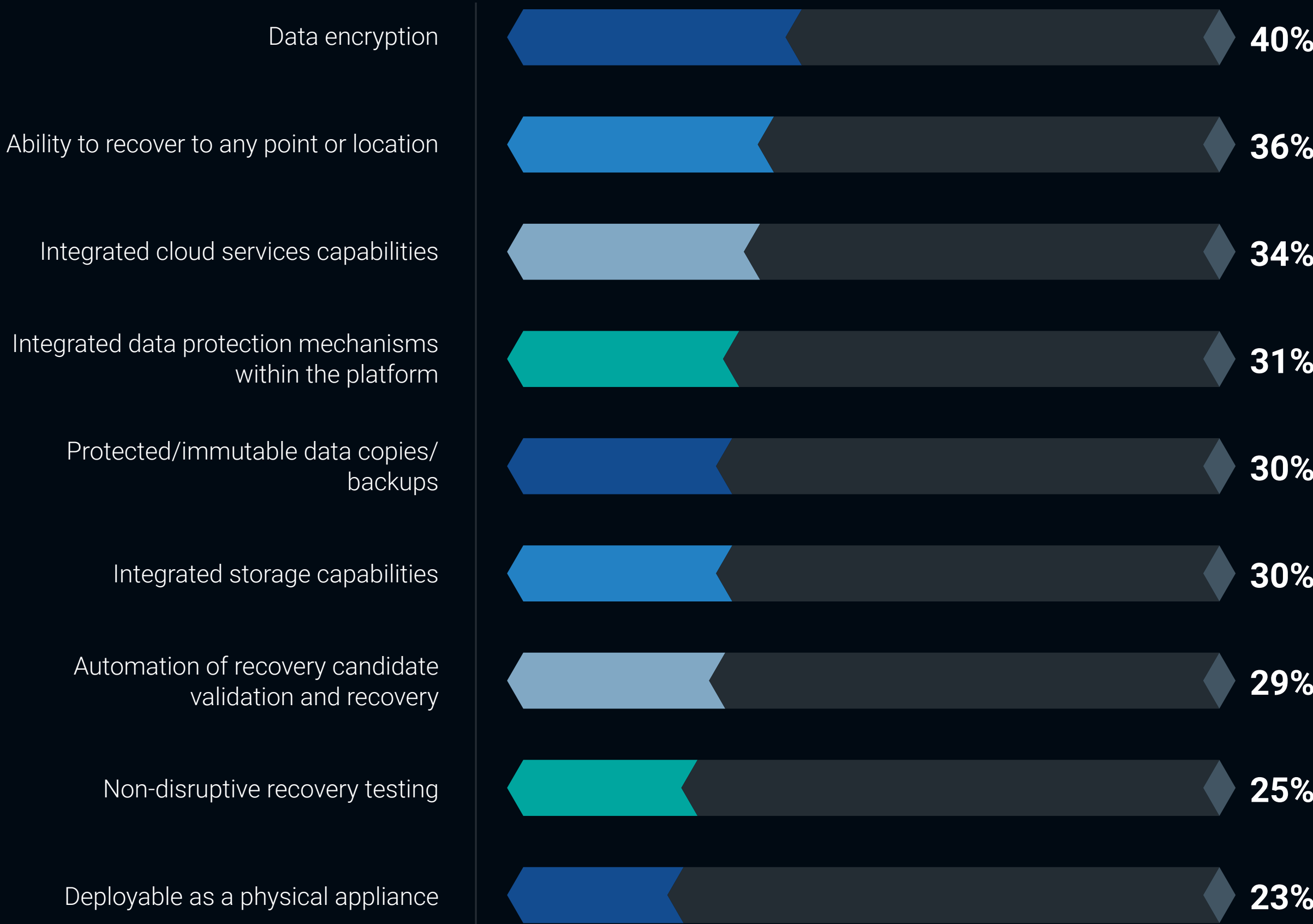
Ootbi by Object First:

A Purpose-Built Solution to Enhance Veeam Ransomware Resiliency

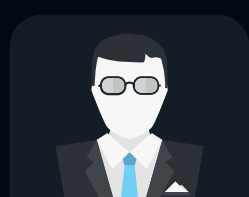
Ootbi is designed to help Veeam users ensure ransomware recovery, with no security expertise required. Object First's mission is to provide the best object storage backup appliance, designed explicitly for Veeam, that is simple to use and offers the immutability organizations expect.

» Key Ransomware Features The Market Expects

In order to defeat ransomware, a robust backup and recovery infrastructure is needed. Technology requirements cover a wide array of capabilities to match the challenge. N=620



» Who Is the Ootbi Customer?



Veeam customer



Mid-enterprise



Ransomware-aware

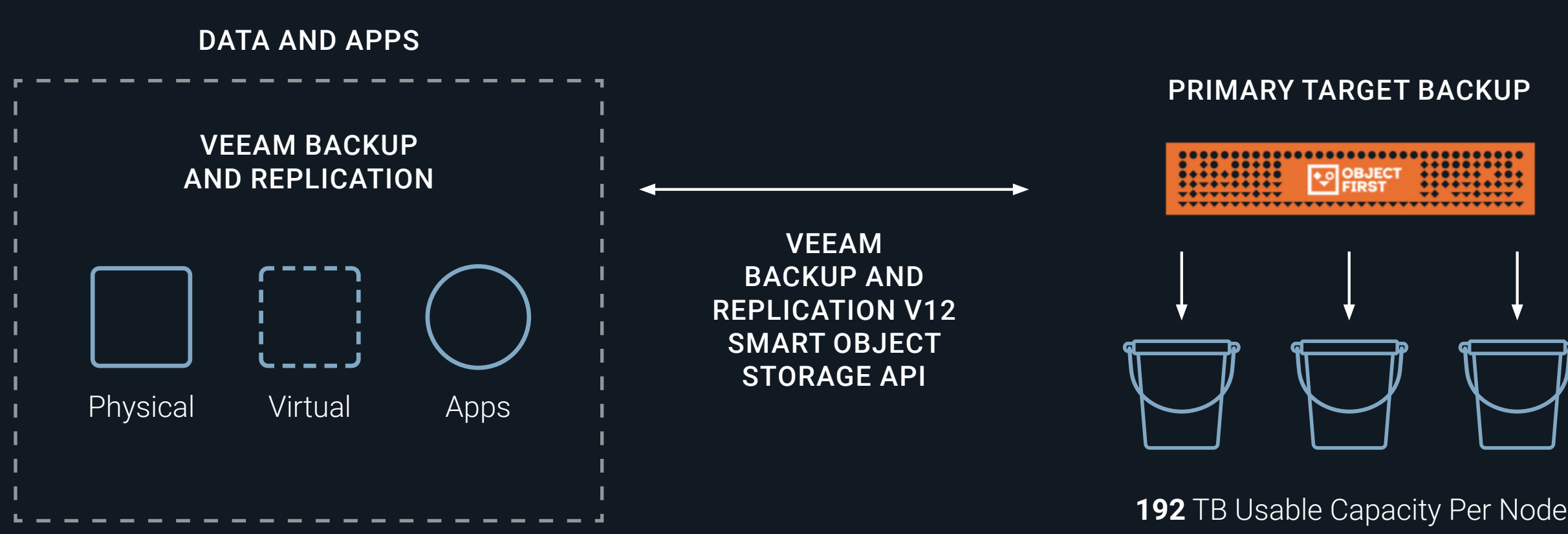


Needs simplicity



Hybrid/On-prem

» How Does It Work?



Best Storage For Veeam

Ransomware-proof and immutable right out of the box, Ootbi by Object First delivers secure backup storage that Veeam customers can deploy in 15 minutes. Ootbi is built on immutable object storage technology designed and optimized for high backup and recovery performance.

» Top 10 Ransomware Features the Market Expects

- | | |
|---|---|
| 1 Created for midsize organizations with constrained IT resources. | 6 Lighting fast, up to 4 GB/s backup, Instant Recovery of up to 80VMs. |
| 2 Enables true immutability. Ootbi provides Veeam users with defense through compliance-based S3 object lock. | 7 Designed to scale beyond 3.0 PB in a SOBR. |
| 3 Veeam-integrated: Leverages Veeam's Backup and Replication V12 with Smart Object Storage API. | 8 Deployed on premises in 15 minutes. |
| 4 Delivered as an appliance. No prior storage or security experience is required. | 9 Operates its storage software on a hardened Linux operating system with "zero access" to root policy. |
| 5 A simple, intuitive user interface makes running management tasks quick and easy. | 10 Live, 24x7x365 customer support organization. |

Conclusion

Targeted cyberattacks and overall cyber-risks are escalating, placing additional burdens upon data protection professionals. To be proactive in avoiding the impact of ransomware attacks, resource-constrained midsize organizations must make smarter purchases to avoid unexpected cost overruns from deploying disjointed, non-integrated solutions.

Organizations defending against cyberattacks would be wise to consider a well-integrated, modern data protection solution that is designed with solid cyber-recovery and hybrid cloud protection capabilities, quick to deploy, easy to manage, and cost-efficient. That simple and secure solution can be found with the integration of Ootbi by Object First and Veeam Backup and Replication.

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