Defeating Ransomware: Ootbi by Object First

Best Storage For Veeam

Enter Ootbi by Object First: A Solution for Veeam Users to Combat Ransomware

Ootbi is designed to help mid-market Veeam users with constrained IT resources combat ransomware. Founded in 2022 by the co-founders of Veeam, Ootbi was designed to help mid-market Veeam users with constrained IT resources combat ransomware.

Key Features

- **Very Concerned**: 43%
- **Concerned**: 44%
- **Not Concerned**: 12%

Who is the Ootbi Customer?

- **Veeam Customer**: 43%
- **Not a Veeam Customer**: 57%

Organizations' Concern that Backups Could Become Ransomware Targets

- **Very Concerned**: 34%
- **Concerned**: 66%

Best Storage For Veeam

- **Integrated Data Protection Mechnism**: 60%
- **Fast Recovery**: 50%
- **Flexible Replication**: 70%
- **Easy Integration**: 80%
- **Cloud-based Long-term Retention**: 80%

Organizations that experienced ransomware attacks were negatively impacted by cyber attacks. Midsize organizations tend to be more exposed to ransomware than their enterprise counterparts. This may be because only a subset of 34% of midsize organizations have a well-defined incident response strategy versus 49% in the enterprise.

The scope of a cyber attack is expanding. It is not a matter of if, but a matter of 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.

Technology requirements for Veeam users in the mid-market and Veeam customers will need to cover a wide array of capabilities to match the challenge.

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