

TOP 5 PITFALLS TO AVOID IN YOUR DATA PROTECTION STRATEGY

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Overview

As you navigate the new digital age, your data protection strategy needs to be more than just the basics of backup and recovery. With the shifting tides of data center requirements, you must have a data protection solution you can trust your business and career with.

Done correctly, data protection is a critical differentiator for your business by helping to:

- Eliminate complexity and interrupted access to IT services.
- Reduce staff inefficiencies and operating expenditures.
- Enable faster decisions and strategic thinking.
- Accelerate return on investment.

Done poorly, it can be costly, waste valuable staff time, and hold the organization back from meeting key service level agreements (SLAs). Navigating the various data protection solutions from physical to virtual and private to public clouds while ensuring enterprise scalability can be fraught with pitfalls. Below are five critical pitfalls to avoid when building a successful data protection strategy for your organization.



1. Learn to Adapt, or Risk Going Out of Business

Transforming from a cost center into a business enabler requires IT to be more agile and responsive to changing business demands. Quickly adopting new technologies whether virtual machines or cloud deployment strategies are one way IT can rapidly address new requirements. However, this can lead to new inefficiencies if point solutions for data protection are utilized.

Gartner advocates that "Organizations need a holistic protection strategy, a single platform or solution, to handle the variety of data types and workloads as opposed to integrating a number of disparate point solutions, which proves to be costly and time consuming".¹

Choose a unified data protection platform with the flexibility and scalability to meet your current and future business needs. Ensure support from a provider of traditional on-premises as well as virtualized and cloud environments with a track record of leadership and capable of supporting evolving technologies.

1. IT Briefing Center video: Managing and Reducing Costs of Enterprise Data Protection, featuring Dave Russell, Gartner and Brian Dye, Symantec, 2013.
http://www.itbriefingcenter.com/programs/gartner_1371_Veritas.html



2. Stop Killing Your Staff's Productivity

Enterprises are struggling with massive data volumes and infrastructure deployments that continue to grow, placing extreme pressure on budgets and staff to keep up. According to ESG, "64% of IT budgets are spent keeping the lights on supporting existing operations and often doing things the way they have always been done before."²

It's hard to support new business requests when so much time is spent on existing routine business processes.

Migrating from build-your-own media servers to integrated backup appliances is one way to gain much needed time. Traditional build-your-own media servers require additional staff time to acquire, install and integrate, manage, patch and update. In addition, which vendor do you call if you have a problem? Integrated appliances allow you to consolidate multiple, disparate point products, to create even greater staff efficiencies and resource utilization.

Purpose-built backup appliances (PBBA) have become extraordinarily popular in the last several years, with integrated PBBAs growing at double digits. According to IDC, "We have discovered PBBAs provide significant cost savings by simplifying deployment and management. These systems can be integrated with existing backup and application software tools. In many cases, customers are able to achieve improvements in operational expenditures immediately after deployment."³

Select a vendor that gives you the choice of an integrated appliance to save your staff's valuable time for more strategic projects. Research shows you can typically reduce operating expenditures (OpEx) by 30 percent and receive payback within 15 months after your initial investment.⁴



3. You Can't Protect What You Can't See

Oracle® is the leading database solution for many organizations. However, in many cases, the Oracle application and data protection teams don't have visibility to each other's processes. If the application and data protection software are not tightly coupled, then neither team can see what the other is doing. This can lead to blind spots for the data protection team with no visibility to whether backups were completed and where they are stored, while neither group

has end-to-end control of data protection.

According to Jason Buffington, ESG Sr. Analyst, "those databases are corporate data and therefore they should be protected to whatever the corporate standard is; for retention, copies, etc."⁵

Break down these barriers with an integrated solution that provides both the backup and database admin the same view into data protection, with the self-service capabilities to maximize their efficiency. Look for a solution that allows Oracle administrators to continue to work with the tools they know and love, while providing the comprehensive visibility that backup administrators expect. Create a win-win for both groups and deliver flexible, scalable, fast and reliable application protection.



4. Stop Paying Unnecessary License Fees

It seems like every transaction requires a fee, from ATM fees to credit card and checking account fees. In fact, some organizations are even paying software licensing fees for creating additional copies of their own data. It's only reasonable to pay just for the data you wish to protect. You should be able to make as many copies of your data as you like without a penalty. Unfortunately, many vendors charge for back-end capacity. Every time you make a backup copy,

or make a copy for another location, you are forced to pay for more software licensing. This is wrong as the purpose of backup is to have multiple copies in multiple locations!

Ask for software licensing based on the front-end capacity you wish to protect. In addition, ensure you have separate software and hardware licensing to provide the greatest investment protection. Independent software licensing gives you the flexibility to transfer your licenses from a build-your-own media server to an appliance and vice versa, or move it to a new or larger appliance. This dual approach means you can say goodbye to unnecessary software licensing fees and having to repurchase your software license every time you upgrade the hardware platform.

2. 2013 IT Spending Intentions Survey, by Bill Lundell and John McKnight with Jennifer Gahm, Enterprise Strategy Group, January 2013.

3. IDC Market Analysis, Worldwide Purpose-Built Backup Appliances 2012-2016 Forecast and 2011 Vendor Shares, #234489, Robert Amatruda, April 2012.

4. Veritas NetBackup: The business value of a Veritas NetBackup™ solution data sheet. Document ID 21290454, 07/15.

5. ESG video: [Introduction of NetBackup Copilot for Oracle](#) by Sr. Analyst Jason Buffington. Published Dec 16, 2015.



5. Do Not Protect All Data Equally

Today, organizations have very little visibility into their data infrastructure, unable to discern what data is important or not. This creates significant inefficiencies as all data must then be treated the same, whether it is customer data or an employee's cat videos. It is very difficult to think strategically and improve data protection effectiveness if all data has to be protected equally.

Organizations need to have visibility and insight into their data to make better decisions about how to manage and protect it. Knowing where the data is located, the type of data, who owns it, and how old it is are all important factors. This knowledge can improve staff efficiencies and reduce costs, especially primary and data protection storage.

Look for a solution that already has insight into the type of data you have, to avoid exorbitant indexing fees. And choose one that integrates with your backup solution so you can easily keep up-to-date as your applications and data continue to grow.

Summary

Veritas can address these challenges with a solution-level approach that no point-product vendor can match. We call it Forward Thinking Backup. We bring together trusted solutions, new innovations, and professional services to address our customers' data protection requirements. Whether you are embarking on a new data protection solution or upgrading your existing one, Veritas understands the shifting needs of the data center.

Market-leading [Veritas NetBackup™ software](#) delivers the data protection that customers know and trust for both performance and enterprise scale.⁶ No other solution provides the breadth of support for a range of environments including on-premises, virtualized and cloud environments.

Built on the strength of NetBackup software, [Veritas NetBackup™ Appliances](#) are turnkey solutions that simplify the deployment and maintenance of your data protection environment. NetBackup Appliances eliminate the time and effort of installing, configuring, and maintaining your backup infrastructure, and are ideal for data center, remote office and virtual environments.

Revolutionize the backup and recovery of Oracle databases with [Veritas NetBackup™ Copilot for Oracle®](#). This solution combines NetBackup software and NetBackup Appliance to deliver breakthrough performance within a self-service operating model. NetBackup Copilot allows database administrators to independently manage backups on their own schedules, maintain visibility across all storage tiers, and recover from any available copy. Backup administrators can implement policies to manage the storage, retention, and movement of database backup copies on disk, tape, or cloud storage tiers.

Leveraging the power of NetBackup indexing, [Veritas™ Information Map](#) provides a visual mapping of your organization's backup data. With this insight, you can optimize your storage environment, its recovery and use.

Forward Thinking Backup delivers a better and more cost effective way to manage and protect your data for whatever comes next.

More Information

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About Veritas Technologies LLC

Veritas Technologies LLC enables organizations to harness the power of their information, with solutions designed to serve the world's largest and most complex heterogeneous environments. Veritas works with 86 percent of Fortune 500 companies today, improving data availability and revealing insights to drive competitive advantage.

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6. Gartner: Magic Quadrant for Enterprise Backup Software and Integrated Appliances, 15 June 2015 ID:G00266742, Analyst(s): Dave Russell, Pushan Rinnen, Robert Rhame.



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