



Insights

Rich Rose | November 13, 2019

Agenda

- **Today's data challenges**
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- **Insights**

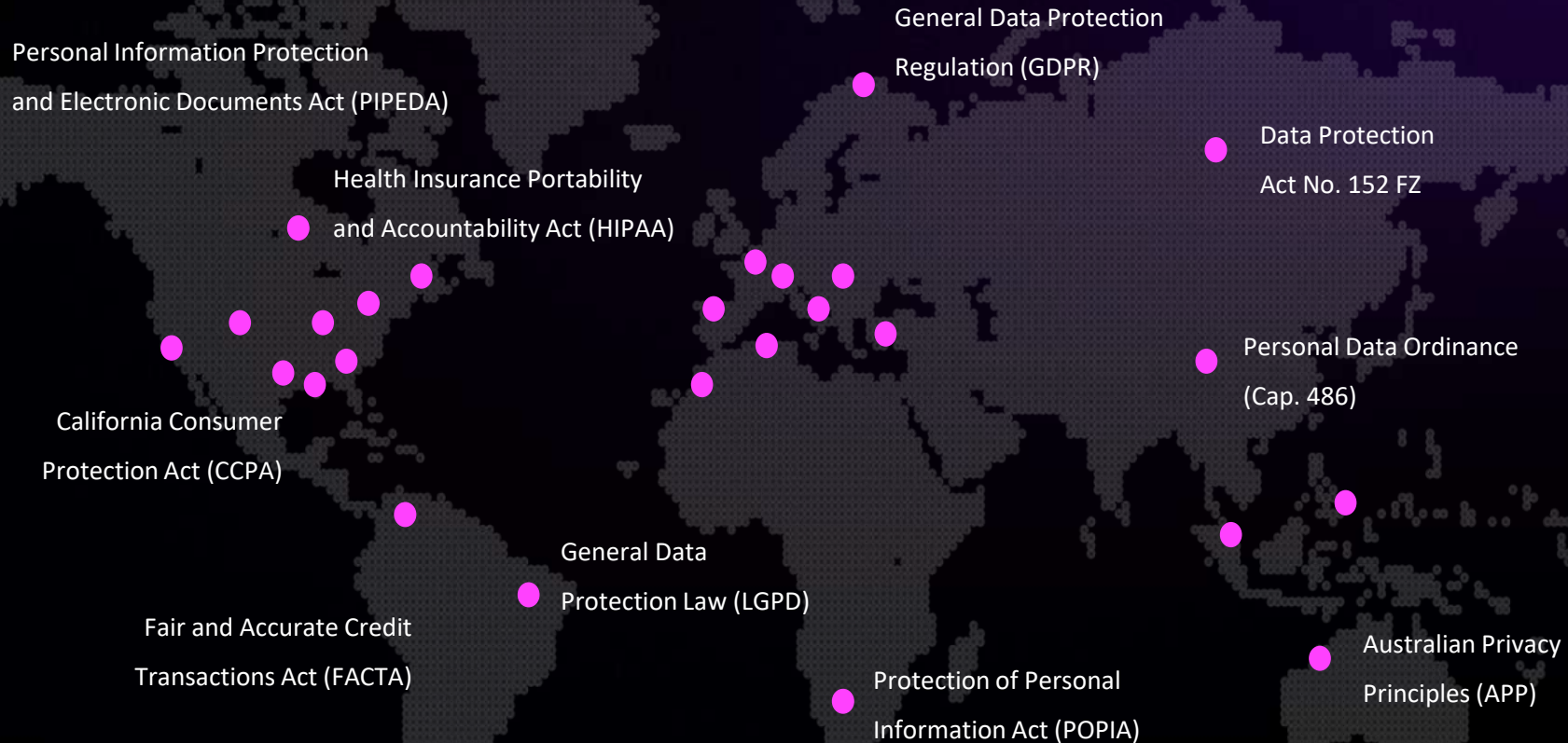
- to manage your data
- to manage your infrastructure

- **Control your data with Insights**
-



INSIGHTS

A tidal wave of regulatory change



Increasing risk

85%

of companies cite PII loss as a top concern

How do you find, control and trust your data?

Litigation Readiness

Legal Hold Right to Know

Right to Be Forgotten

Data Privacy

Increasing Risk

Employee Monitoring

Subject Access Request

Trading Supervision



The risk of doing nothing

Cost of non-compliance in \$\$ and Reputation...



GDPR FINES

GDPR finally resulting in fines for non-compliance

\$294M

Total GDPR non compliant fines until August 2019

Goldman Sachs

\$45M

UBS

\$27.6M

MIFID II FINES IN 2019

Failure to meet required capture of electronic communications

Data Growth + ROT = cost + complexity



Unstructured data is the fastest growing storage footprint within enterprise data centers, hybrid cloud and public cloud.



52%

is considered Dark Data. Not being used for any business purpose.

and

33%

is considered redundant, outdated or trivial (ROT).

Introducing Information Studio

Get ahead of Ransomware and Data Breaches

Find personal or sensitive data

- Visualize unstructured data
- 25+ data sources including NetBackup catalog

Understand your data

- Data Classification
- Rapid response to regulatory requests

Reduce / Delete ROT data

- Audited Approval workflow



Trust your data: Locate PII data quickly

Finds data in over 25 data sources in the hybrid cloud

Veritas™ Information Studio

"George Taylor AND 5060-9974-8596-0028"

File path	Classificatio...	Last NER Sc...	Last Content...	Location	Data Store	Content Sou...	Repository
\\N…d...	PII, US-MA-2...	2019-08-12 0...	2019-08-12 0...	Altona	NativeFileSe...	NKNAPP7M...	vol9
\\…cx	PII, US-MA-2...	2019-08-12 0...	2019-08-12 0...	Altona	NativeFileSe...	NKNAPP7M...	vol10
\\N…o...	PII, US-MA-2...	2019-08-12 0...	2019-08-12 0...	Altona	NativeFileSe...	NKNAPP7M...	vol9
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Showing 16 items of 1

Personal data policies for 73 countries, including all EU member states, and growing...

Germany Personal Data Policy Enabled PII

73 policies (0 selected) | 37 enabled

Filter for specific types of data or search for specific...

Shanghai Nokia Bell: Compliance at work

Enterprise Archiving for 15,000 users

- Third largest telecommunication equipment provider in the world
- Shanghai Nokia required coverage for a massive Office 365 environment
- Easy access and auditing of archived emails
- Full regulatory compliance, with user-friendly discovery and search
- Estimated savings of \$2.5M+ in maintenance and staffing costs over 5 years

\$2.5M+
in savings

NOKIA 上海贝尔

The Veritas way to ensure compliance

Veritas Digital Compliance Suite



DATA VISUALIZATION

Find sensitive PII / ROT data

Simplify retention and search with classification



ENTERPRISE ARCHIVING

Archive and delete defensible 80+ content sources

Monitor communications to meet industry regulations



eDISCOVERY

End-to-end eDiscovery process in-house

Respond to personal data access and FOIA requests

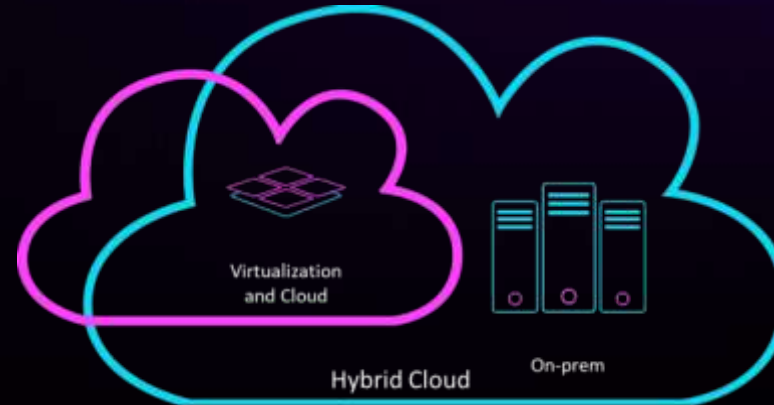
Today's data infrastructure reality



Hybrid cloud infrastructure = complexity + cost

90%

of all companies will adopt hybrid IT environments*



60%

Cloud cost growth YoY in Fortune 500**

60%

storage utilization costs \$60k per 300 TB SSA*

What keeps CxOs up at night...

Are we going to have another outage?

Is our environment 100% backed up to deal with Ransomware?

Can we allocate costs throughout the business?

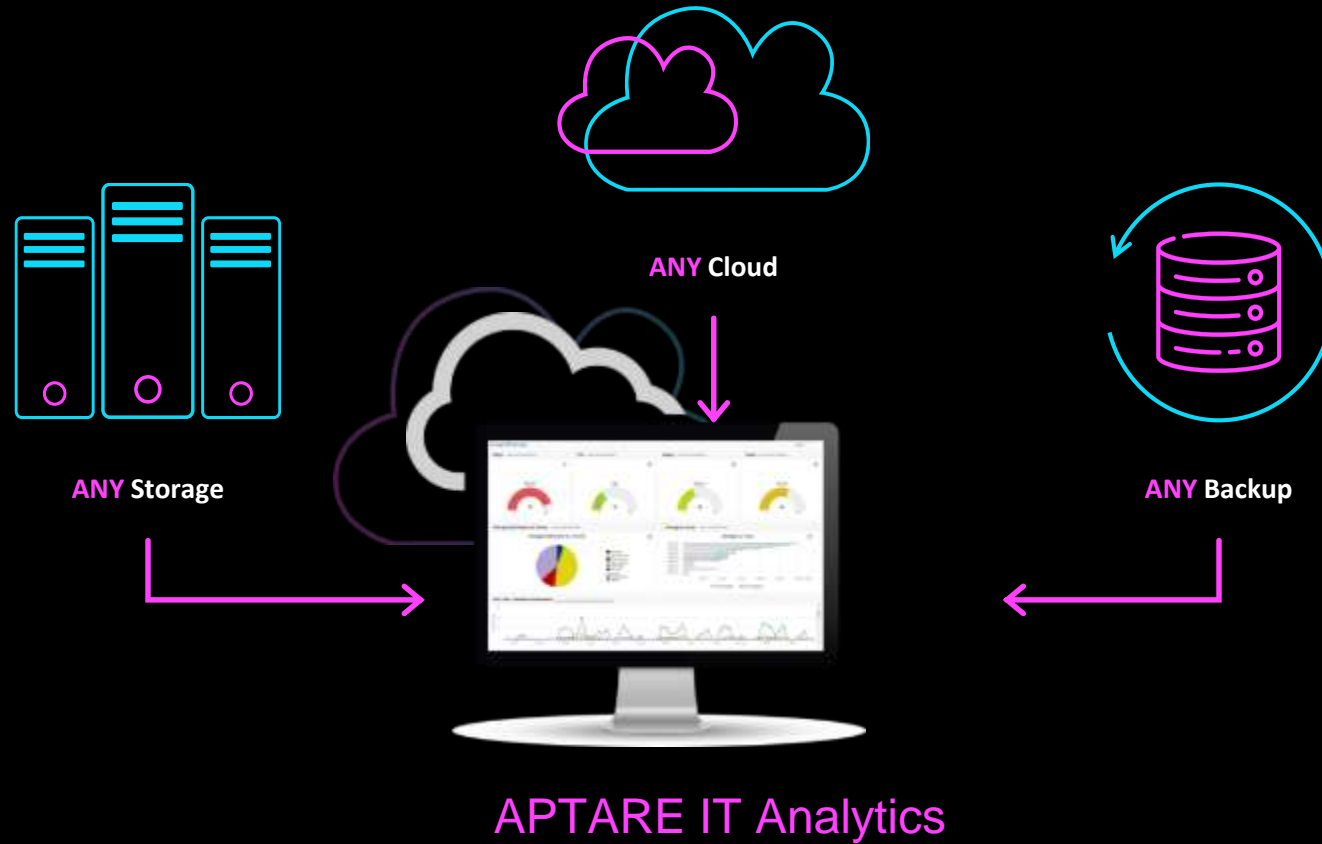
Where is our most important data. Is it secure?

Can we identify and retrieve our customers' personal data?

Are we prepared for ediscovery requests?

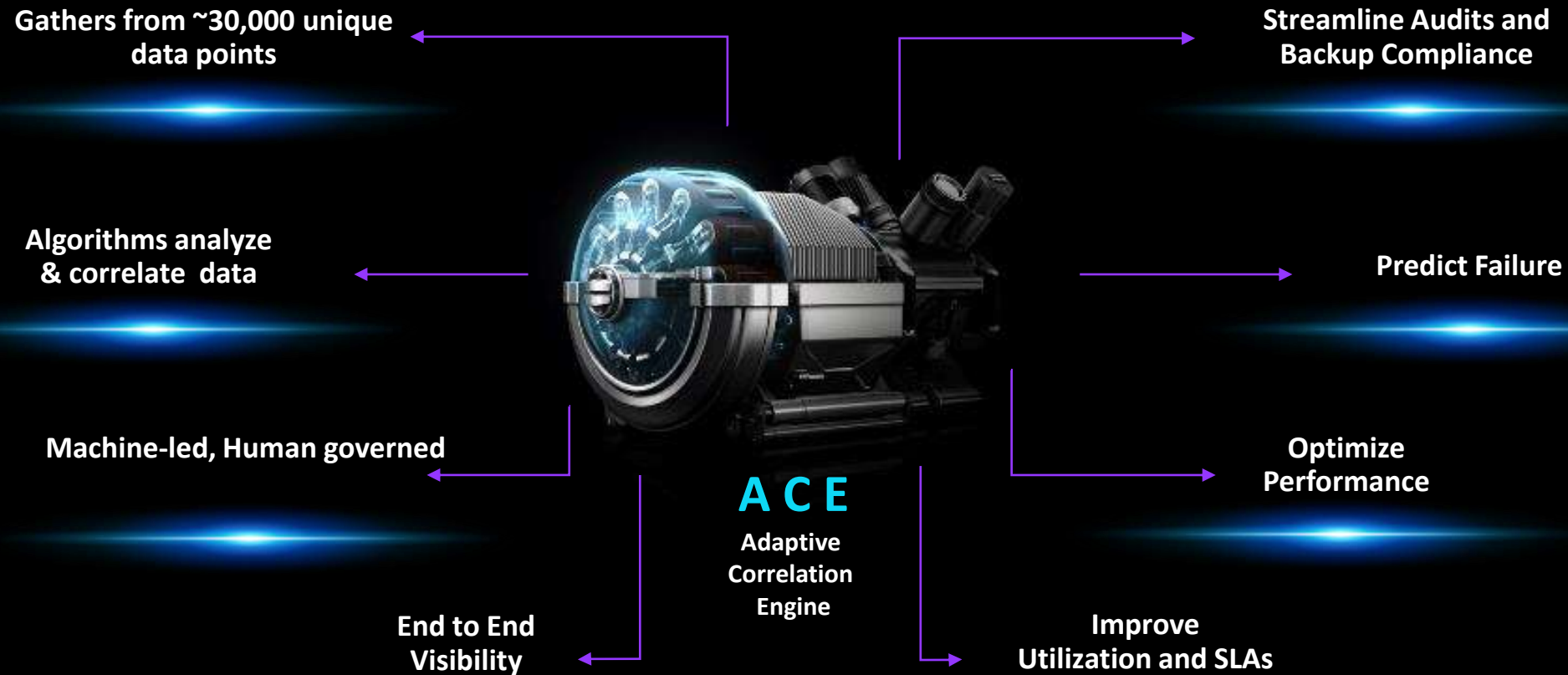
INSIGHTS

Introducing APTARE IT Analytics

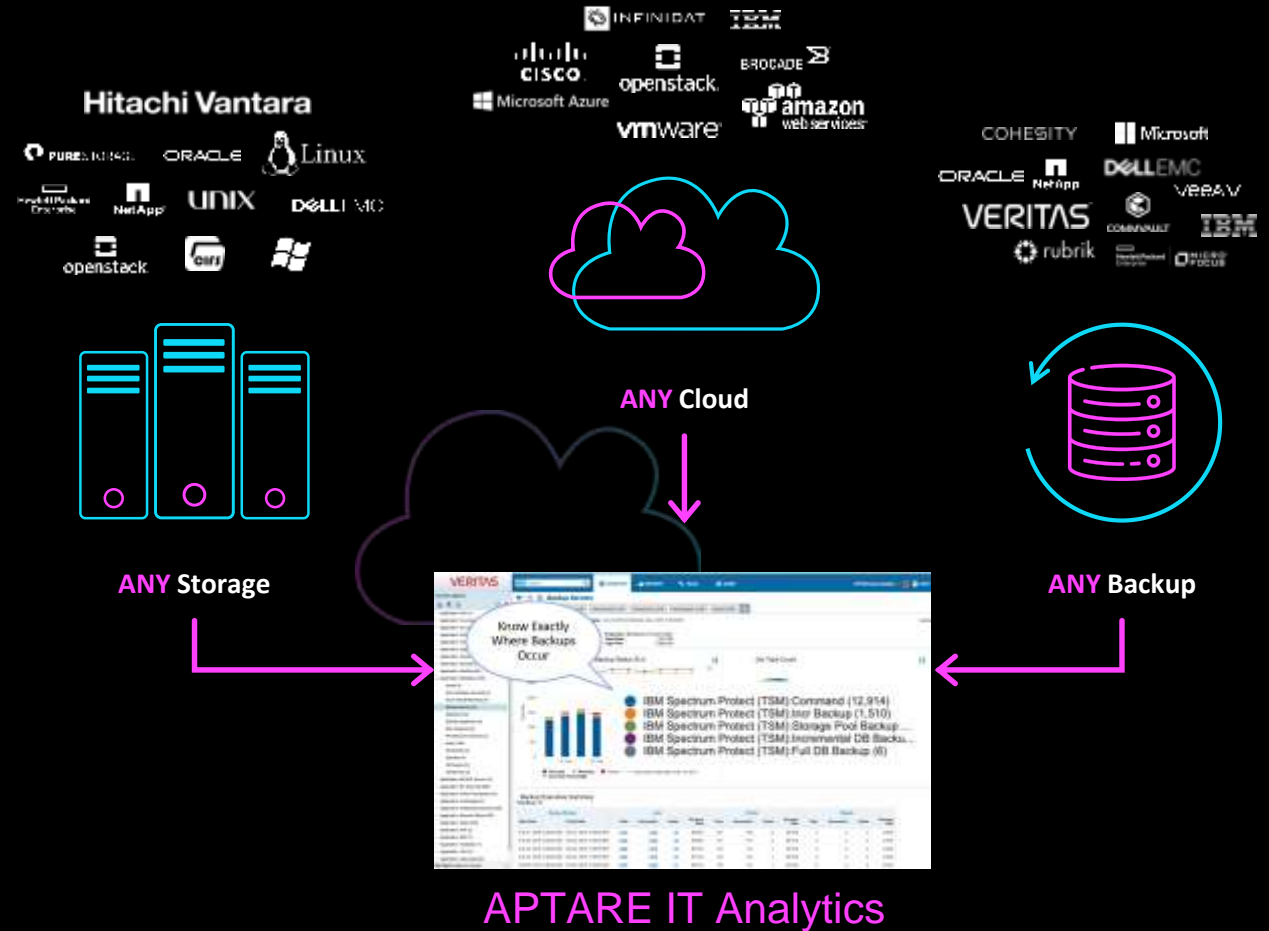


The **ONLY** vendor-agnostic analytics platform for backup and storage.

Aptare's ACE – always the right move



Unified analytics view



- Data Protection optimization
- Storage capacity planning & utilization
- Chargeback for Cloud cost optimization

APTARE IT Analytics in action

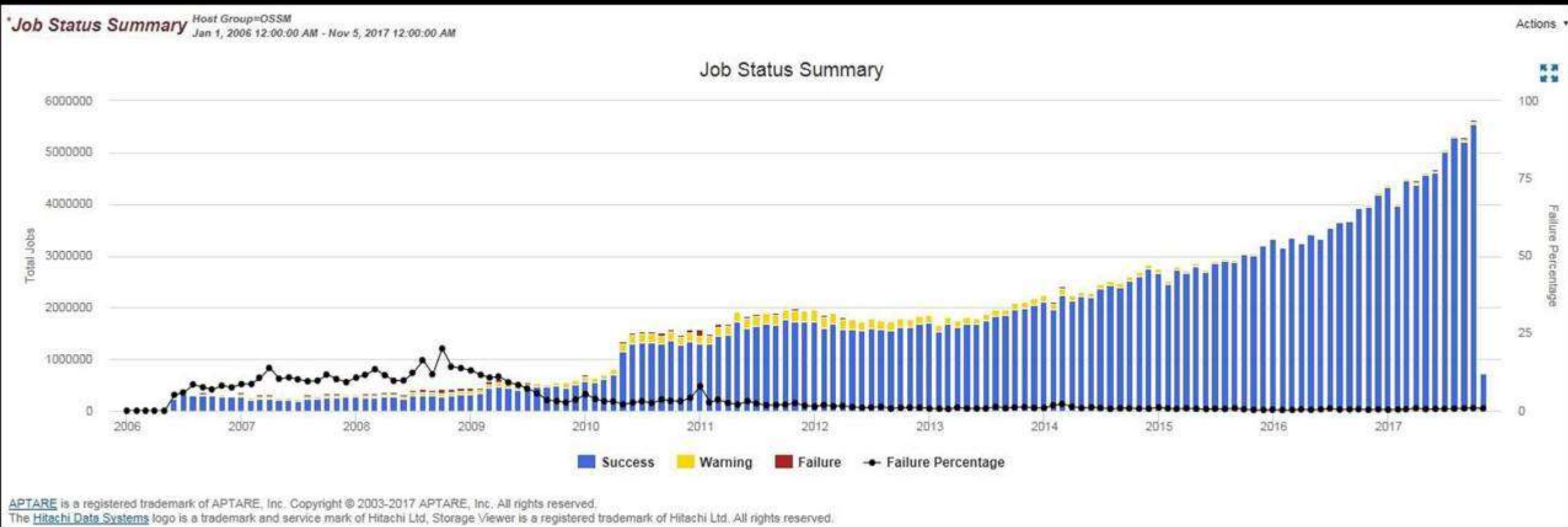
NBU Data Domain Clients with Poor DeDup Rates Costs

Host Group=All
Sep 22, 2014 12:00:00 AM - Sep 22, 2017 10:22:59 AM

Values in: GB Actually Stored Percentile Greater than: 80% and %Savings Percentile Less than: 20% DDM Cost: \$6 Alternative Cost: \$3

Data Domain	Master server	Client	Original Size	Original Size Percentile	Actually Stored	Actually Stored Percentile	Savings% Percentile	Alt Storage Savings
dd02	nbubkpp000	winppmp001	764.51	79.89%	398.65	90.91%	18.18%	\$2,720.10
dd02	nbubkpp000	wininsp002	681.92	90.91%	599.53	100.00%	9.09%	\$3,695.91
dd05	solbkpp000	windppp002-bka	238.81	77.74%	146.69	90.83%	4.58%	\$985.79
dd05	solbkpp000	winemmp013	29,593.04	99.53%	7,341.13	99.91%	9.64%	\$44,429.15
dd05	solbkpp000	rheaacp010-bka	752.96	85.31%	148.42	90.93%	13.00%	\$2,063.24
dd05	solbkpp000	rhetamp010-bka	204.53	77.27%	37.35	82.88%	14.87%	\$437.37
dd05	solbkpp000	rheocru024-bka	175.79	76.80%	59.95	86.16%	7.02%	\$491.88
dd05	solbkpp000	rhebeip006-bka	189.07	77.17%	42.61	83.54%	10.85%	\$285.27
dd05	solbkpp000	rheocru040z	69.84	71.84%	29.55	80.82%	5.89%	\$210.89
dd05	solbkpp000	winslgp002-bka	425.64	79.89%	121.24	89.90%	8.42%	\$737.86
dd05	solbkpp000	rhencpq001-bka	68.71	71.66%	33.98	81.95%	5.24%	\$213.03
dd05	solbkpp000	rheitmp002-bka	1,076.38	87.65%	466.10	97.85%	5.80%	\$2,973.41
dd05	solbkpp000	WINCD3P022-bka	97.21	73.25%	31.38	81.20%	7.58%	\$195.25
dd05	solbkpp000	WINCD3P021-bka	415.60	79.61%	89.52	88.40%	11.13%	\$969.56
Aggregation			814,098.67		361,555.00			\$258,786.94

How many backup jobs?



Actionable Insights

JPMorganChase



citi

WELLS
FARGO



FNB
First National Bank



LLOYDS BANK



Allstate



Prudential

\$5M+
in savings

57,250 Clients of
Backup Manager

- Reduced failing backup percentages
- Identification of unused assets
- Meeting SLAS through compliance reporting

\$1.9M
in savings

12 Petabytes of
Storage

- Manage over-provisioning and Capacity Planning
- Cost accountability and chargeback to BUs
- Continuous reclamation of storage

Payback in
18 months

61 Petabytes of
Storage

- visibility into 32,771 VMs and 169 arrays
- Provide cost accountability by BU
- Consistent and auditable billing

Control your data



- ✓ Cloud cost optimization and chargeback
- ✓ Minimize data footprint: Delete ROT



- ✓ Optimize storage and backup infrastructure
- ✓ Manage digital compliance and data lifecycle



- ✓ Predict failure for backup infrastructure
- ✓ Visibility into PII and regulatory relevant data



Thank You!

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VISION Solution
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