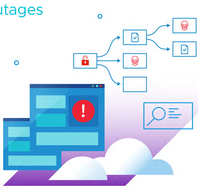
Saving Your Organization From Ransomware

Why You Need DRaaS (Disaster Recovery-as-a-Service)

Debunking the Resiliency Myth: How Resilient is Your Organization?

The stakes are high: consequences of outages



Unplanned outages, due to cyberattacks or other disasters, can impact:

- Revenue
- Stock price
- Productivity
- Customer confidence
- Brand reputation
- Employee satisfaction
- Compliance, licenses, or accreditations

Haven't thought about it? Now's the time!

Did you know?

of small and medium-sized businesses experienced a loss or theft of sensitive data in a 12 month period[1]

of organizations have experienced an event in the last two years that required a disaster recovery (DR) plan[2]

Then there are ransomware attacks:

One organization will fall victim to a ransomware attack every **11 seconds** by the end of 2021[3]

75% of organizations will be hit by ransomware by 2025[4]

The path to recovery can be long (and expensive)

The average length of a total data center shutdown is almost **138 minutes**; total shutdown of an edge facility is over **45 minutes**[5]

The average cost of downtime for enterprise rises to **$250K/hour**[2]

Looking to Build Up Your Cyber Resilience?

Disaster Recovery is the last line of defense. A good DR plan lays the foundation for cyber resilience, helping you think through and develop the capacity to recover in the event of an unplanned outage to minimize any disruption and damage to your business.

of organizations are poorly positioned in terms of disaster recovery capabilities[6]

of organizations suffer from 'mirages of overconfidence'[6]

What's holding you back?

Budget
Only 45% of businesses consider their security budget adequate.[1]

Staffing
Just 39% of businesses believe that their staff has the expertise needed to properly defend against attackers.[7]

Overconfidence
Many think it will be cheaper to pay the ransom. Average cost of a ransomware attack is $4.62M.[8]

The good news: You can do something about it. Rely on VMware Cloud Disaster Recovery™

Up to 60% lower TCO than traditional DR, with no upfront infrastructure investment, lower labor costs and no operation or maintenance of a secondary DR site

Protect workloads on-premises and in the cloud reliably and sustainably—lower your DR carbon footprint by over 80%

Adopt cloud at your own pace, eliminating the need to set up and manage a secondary data center

VMware Cloud Disaster Recovery™

On-demand DR, delivered as an easy-to-use vendor-managed SaaS solution, with cloud economics. Combine cost-efficient cloud storage with simple SaaS-based management to deliver IT resiliency at scale.

- Non-disruptive testing and orchestration of failover and failback plans
- "Pay-when-you-need" failover capacity model for DR resources
- Ransomware protection capabilities: immutable cloud-based snapshots, file-level recovery and RPOs as low as 30 minutes
- Automated DR health checks every 30 minutes
- Built-in audit reports and RPOs as low as 30 minutes

Plan for the best, prepare for the worst. Have a DR plan to protect your business—and your customers' data—from unexpected outages. With VMware Cloud DR, turn your plan into action.

ASIAPAC

Ready to deploy? Get started here

Sources:

1. Ponemon Institute, 10 Shocking data loss and disaster recovery statistics
2. IDC's Enterprise IT Infrastructure Survey, 4Q20: Insights on End-User 2021 IT Infrastructure Priorities and Adoption of Data Protection/Disaster Recovery Services and Solutions
3. Cybercrime Magazine, Global Ransomware Damage Costs Predicted To Reach $20 Billion (USD) By 2021
4. Gartner, "Detect, Protect, Recover: How Modern Backup Applications Can Protect You From Ransomware", Published 6 January 2021, Nik Simpson and Ron Blair
5. Ponemon Institute, Data Center Downtime at the Core and the Edge: A Survey of Frequency, Duration and Attitudes
6. Gartner, Market Guide for Disaster Recovery as a Service Published 29 July 2021 - ID G00731593 By Analyst(s): Ron Blair, Jeffrey Hewitt
7. Ponemon Institute
8. IBM Cost of a Data Breach Report 2021