

# THE ROAD TO THE CLOUD

## A New Approach to Server Backup

Today more than half of all enterprise companies house more than **50%** of their corporate data in remote or branch offices, and the trend is only increasing.

## THE PROBLEM

Server backup at remote offices is an inefficient, expensive process prone to errors.

## SOME EXAMPLES

**75%** of organizations experienced tape failure in the last year

**20%** of tape backup/restore jobs fail on average

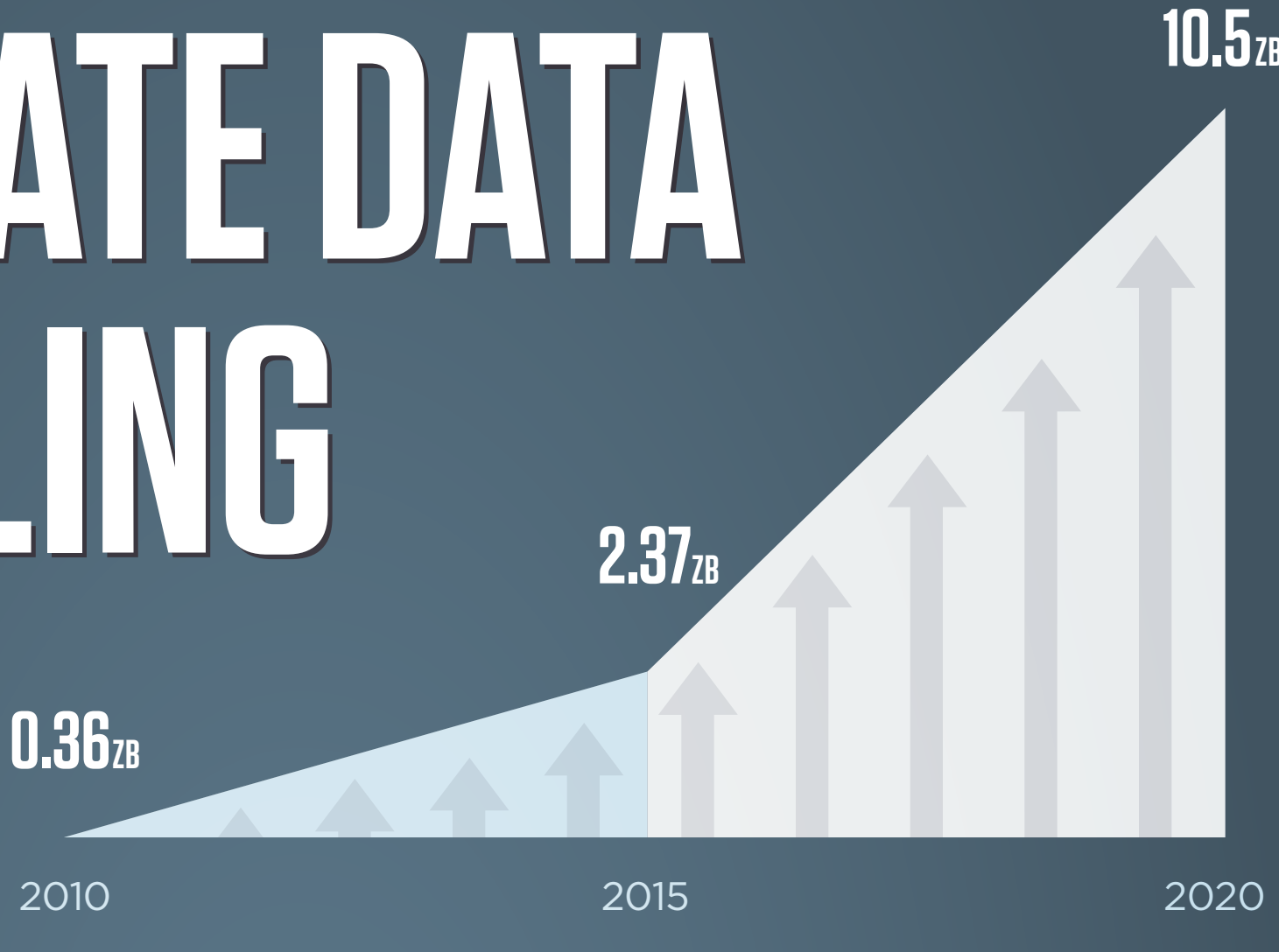
Limited IT skills at remote sites

Limited budgets to scale as data volume increases

AT THE SAME TIME...

## CORPORATE DATA IS DOUBLING

every 14 months



Businesses are creating more digital data in larger file sizes

- Video
- Images
- Always-on communication

## Companies are required to keep data longer

due to longer data retention requirements

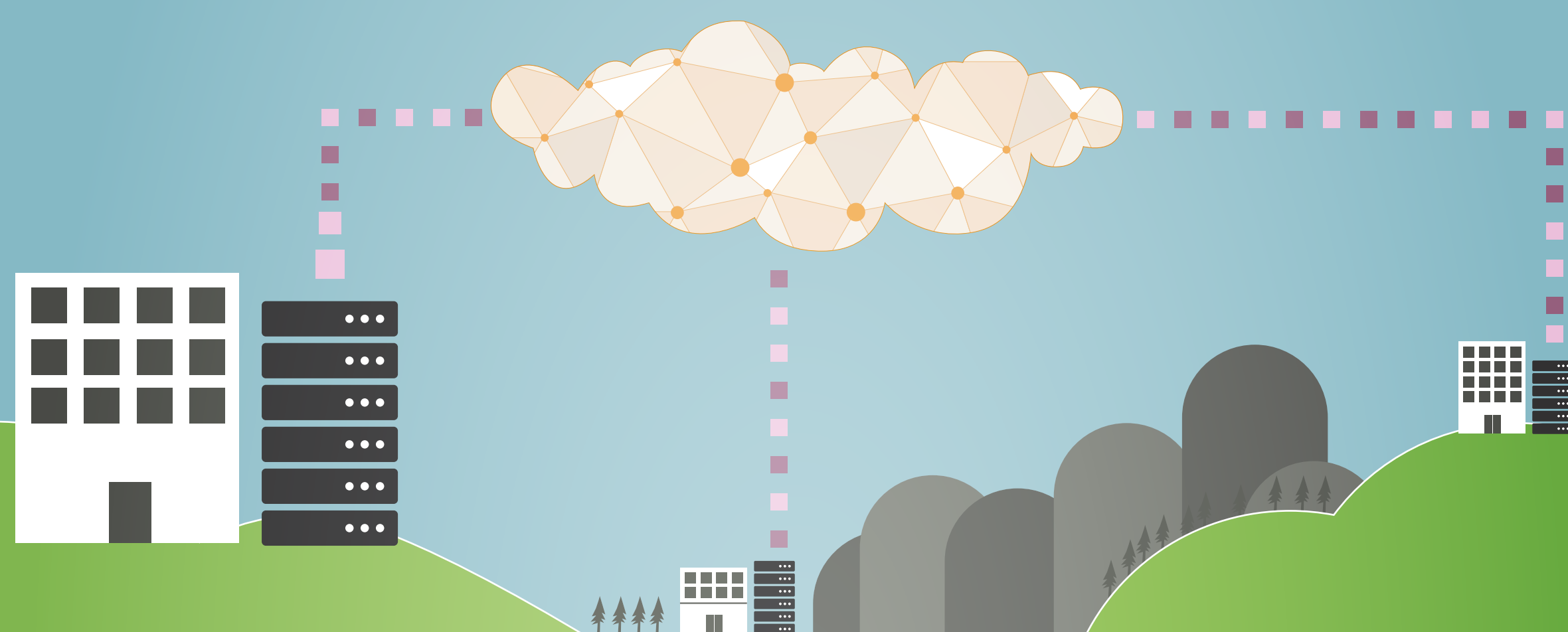


By 2018, 50% of organizations will use cloud technologies to provide storage services across a geographically distributed branch office environment.

IT'S TIME FOR A NEW APPROACH

Introducing

## Phoenix



## A unified solution for cloud backup & archive

Secure, scalable cloud architecture



Fast backup and data deduplication with 1Gbps Effective Speeds

**3X** Lower cost of ownership (TCO)

Multiple retention options up to

**3** Years → **7** Years → ∞

MORE DETAILS AT [druva.com/phoenix](http://druva.com/phoenix)



### Sources:

- <http://www.slideshare.net/DruvaInc/druva-40-scary-stats-about-data-at-risk>
- <http://www.slideshare.net/DruvaInc/the-growth-of-corporate-data-infographic>
- <http://searchsecurity.techtarget.com/news/959858/Concerns-raised-on-tape-backup-methods>
- <http://www.esg-global.com/webinars/esg-research-webinar-recording-robo-technology-trends/>
- DC Special Study Hyperconsolidation in Remote Branch Driving spend- Oct 2009
- <https://www.linkedin.com/groups/Data-retention-backup-somebody-must-3415186.S.77022072>