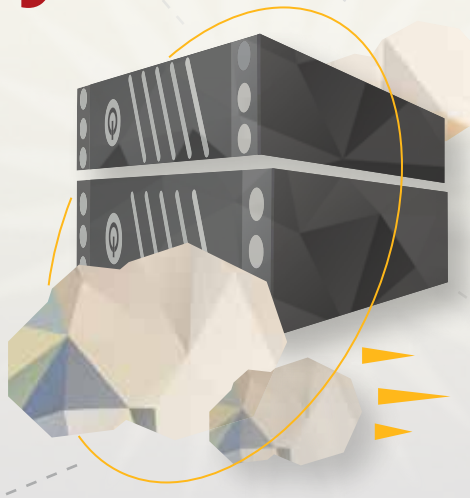
A VERITAS PERSPECTIVE:

Maximize Agility, Minimize Risk In The Multi-Vendor Hybrid Cloud



VERITAS™

THE HYBRID CLOUD DILEMMA

Finding Agility without Adding Fragility

Today, businesses have to move fast to stay competitive. And in many cases, hybrid cloud infrastructures can help deliver the extra IT agility they need to keep up. That explains why hybrid cloud is experiencing the fastest growth rate of any cloud model, with a full 90 percent of today's enterprises pursuing a hybrid cloud solution in the next 12 months.

But all too often, this extra agility comes at a high cost. The nature of hybrid cloud architectures means IT environments—including data, applications, storage, networking, and other computing resources—are more heterogeneous than ever before. Without a sound strategy, smart execution, and solutions that can help abstract complexity and maintain control of information assets, hybrid cloud architectures can quickly become difficult to support and manage.

Hybrid cloud environments, and the fragmentation they often create, can also introduce new risks by placing more mission critical data in the hands of outside service providers. When organizations lose visibility, they can also lose control, which creates dangerous IT blind spots. This can lead to unpredictability in business service uptime and problems meeting SLA recovery times.

" How do you take advantage of the full promise and potential of hybrid cloud computing? "

So if your business is looking for extra IT agility, the central question becomes this: How do you take advantage of the full promise and potential of hybrid cloud computing—things like instant scalability, lower infrastructure costs, and the freedom to innovate across your on/off-premises environments—without adding the corresponding inefficiency, chaos, and risk?

The answer, as with most IT dilemmas, lies in a smart, careful approach to hybrid cloud computing that builds in extra information visibility, management, protection, and governance capabilities, so you can confidently accelerate the adoption of cloud services—without worrying about unpleasant side effects or added risks.

DEFINING THE HYBRID CLOUD

Hybrid clouds are business services that combine private (on premises) and public (off premises) cloud implementations. In these hybrid architectures, workloads, data, and services flow seamlessly between private and public cloud infrastructures to maximize speed, flexibility, and agility, while still preserving management control.

EMBRACING AND ACCELERATING YOUR HYBRID CLOUD FUTURE

Making Hybrid Cloud Services Safe, Predictable, and Available

At some level, every successful hybrid cloud implementation begins with an important shift in focus—from infrastructure to information. Of course, you still have to make sure the individual private and public cloud components that power your hybrid cloud infrastructure stay healthy. But focusing on information also means understanding how those pieces work together to power complete business services—and adding the additional capabilities you need to orchestrate, manage, and protect information across your entire hybrid cloud environment.

To achieve these information-centric levels of visibility and control, you have to make sure you can:

Uncover, understand, and correct the hidden weaknesses and blind spots hybrid cloud environments often create as information flows through and across different private and public cloud systems.

Keep complete business services and applications healthy and available — not just their underlying infrastructure components.

Protect, manage, and govern all of the data that flows through your complex, multi-vendor hybrid cloud environment as a unified, cohesive whole.

Create a reliable way **to monitor and maintain the health** of your complete hybrid cloud services and applications.

By prioritizing these crucial capabilities, you gain the ability to manage all of the data, application, and storage tiers across your entire hybrid cloud environment, so you can reduce the risks of downtime, provide predictable service-level delivery, and embrace the benefits of hybrid cloud services with confidence.

ADDING VISIBILITY, PREDICTABILITY, AND CONTROL TO HYBRID CLOUD SERVICES

Understand your blind spots

Keep complete services healthy and available

See, protect, manage, and govern all of your data

Regularly test the whole environment

Predictable, healthy hybrid cloud services start with the ability to assess and understand the spaces where different pieces of your hybrid cloud infrastructure connect and interact.

KNOW YOUR WEAKNESSES

Finding and Understanding Your Hybrid Cloud Blind Spots

Hybrid cloud infrastructures are inevitably complex—with the potential for nearly endless combinations of and interactions among different on/off-premises systems from a variety of different vendors.

" In most cases, it's simply impossible to find and eliminate these blind spots using manual processes. "

In these types of multi-service, multi-vendor environments, it's simply not enough to monitor and understand the health of the individual pieces. You need a way to accurately assess the hybrid infrastructure holistically to find the hidden blind spots and weaknesses where different architectures and systems connect and interact. In most cases, it's simply impossible to find and eliminate these blind spots using manual processes. As a result, you need an efficient, automated approach to determine whether your environment can stand up against strict SLAs and service requirements—especially as you adopt new cloud services and move toward even more diverse and fragmented infrastructures.

IT'S ABOUT THE APPLICATIONS

Keeping Complete Services Running And Available In Hybrid Cloud Environments

Most public cloud services (and many private cloud environments) offer impressive levels of built-in redundancy. In fact, the Amazon S3 service is designed for "eleven nines" of durability. However, it's vitally important to understand that infrastructure availability is not the same thing as business uptime.

" The thing that matters most is the health and availability of the entire service. "

When a single business service depends on multiple private and public cloud infrastructures, the thing that matters most is the health and availability of the entire service—and your ability to recover that service quickly and reliably if it goes down.

Hardware resiliency alone obviously can't provide that kind of service-level uptime in the hybrid cloud world. You need storage management, backup, high availability, and information mapping solutions that provide a complete data and application picture across all of the public and private components of your hybrid cloud infrastructure—and then allow you to see, manage, and orchestrate every part of that heterogeneous infrastructure.

This unified orchestration of all the layers up, down, and across your multi-tiered, multi-vendor infrastructure makes it possible to keep entire services and applications running—and recover those services quickly when they go down.

In hybrid cloud environments, service availability depends on complex interactions between multiple private and public cloud infrastructure components.

CREATING ORDER OUT OF STORAGE CHAOS

Protecting and Governing Hybrid Cloud Data As a Cohesive, Unified Whole

You already understand that data is growing at an unsustainable rate and becoming more fragmented every day—even in traditional IT environments. And of course, hybrid cloud architectures make the problem worse by providing more cheap storage options and spreading data across an even wider range of systems and locations.

To take control of data in hybrid cloud infrastructures, you need a "hybridized" data protection solution that keeps all of your data backed up and protected—no matter where it lives. Then, you have to find more unified and cohesive ways to govern and manage that data across your hybrid cloud infrastructure.

" Adding a single, unified point of control turns that extra visibility into efficient, automated, and centralized management. "

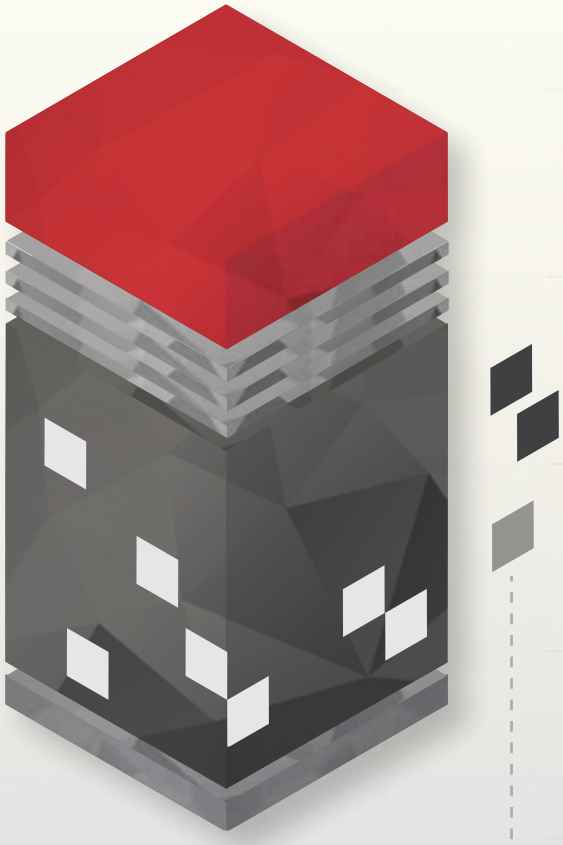
Effective data protection and data governance in hybrid cloud environments starts with deeper visibility into exactly what data you have, what it contains, where it's stored, and how old it is—across all of your on/off-premises storage systems. Then, adding a single, unified point of control turns that extra visibility into efficient, automated, and centralized management—no matter how diverse or complex your hybrid cloud environment becomes.

This combination of deep visibility and centralized control makes it possible to store different types of data where it makes the most sense, so high-value information always stays close to the people who need it and less important data automatically gets sent to less expensive or lower performance locations. It also allows you to extend the most appropriate and cost-effective forms of protection to your on-premises and cloud-based data, and it enhances your ability to embrace new data protection models—like replacing expensive cold disaster recovery sites with cloud-based alternatives.

Finally, deep visibility and centralized control make it much easier to get rid of worthless data that serves no business, regulatory, or legal purpose, which is perhaps the fastest, most effective way to get ahead of the data growth problem. When you can understand and automatically govern who has what, where, and for how long, so you can start making smart, strategic decisions about what you should keep and what you can delete.

DID YOU KNOW?

69% *of all stored data serves absolutely no legal, regulatory, or business value.*



MANAGE INFORMATION, NOT DARK DATA.

Effective information management *in hybrid cloud environments means knowing what you have—and keeping only what you need.*

TESTING YOUR READINESS

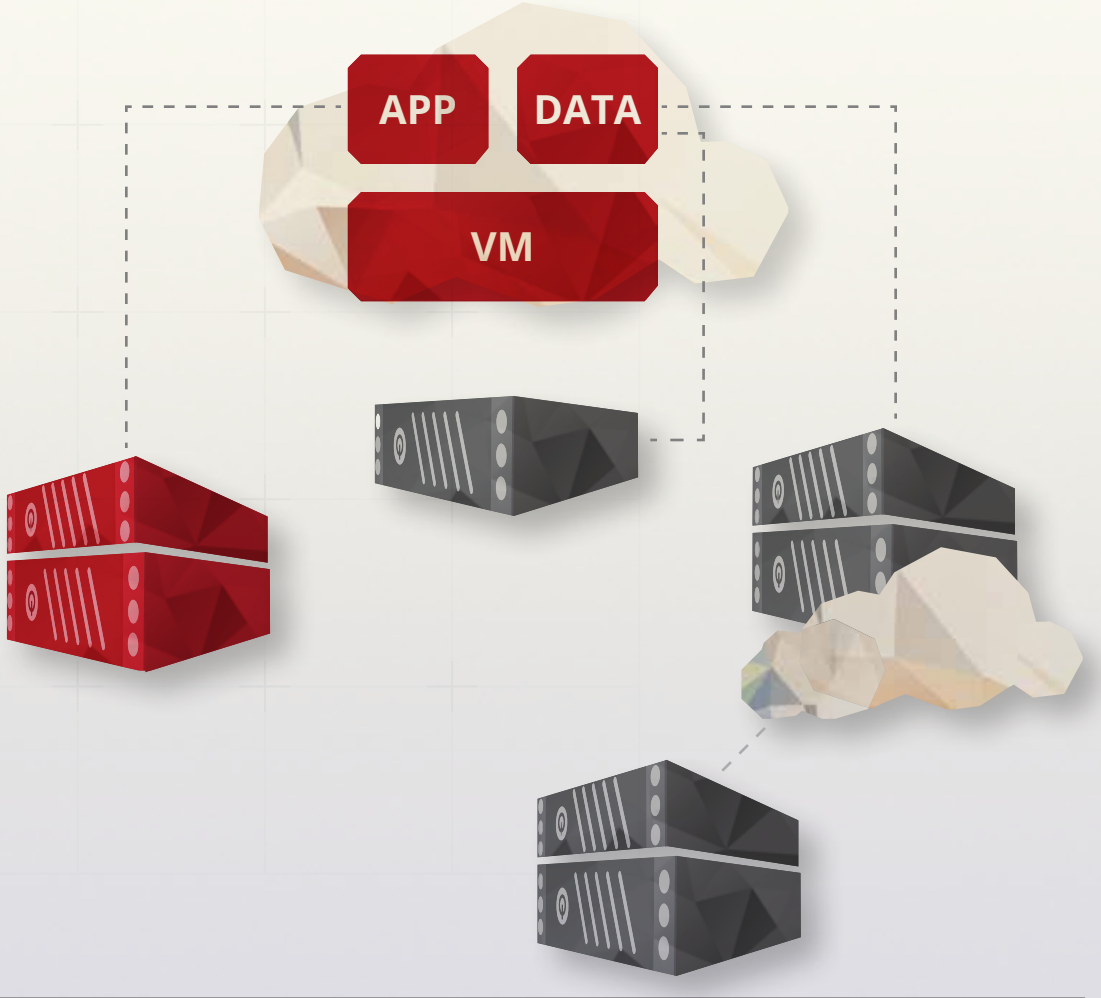
Keeping Your Hybrid Cloud Services And Applications Healthy

After you've assessed your entire hybrid cloud architecture and implemented effective service availability, data protection, and information governance tools, the final step involves finding an effective way to test the results—and make sure every part of your hybrid cloud infrastructure is ready to meet your SLA requirements.

" This complete readiness testing should be repeated regularly to make sure your hybrid cloud environments stay healthy. "

This includes testing not only the individual private and public cloud components of your environment—but how well they perform together as part of a complete hybrid cloud business service or solution. And of course, this complete readiness testing should be repeated regularly to make sure your hybrid cloud environments stay healthy, which means you need an efficient testing solution that does not impact your production systems.

TEST THE ENTIRE SERVICE, NOT JUST THE INFRASTRUCTURE



START BUILDING YOUR AGILE, RESILIENT CLOUD INFRASTRUCTURE

Veritas can help you add the unified capabilities you need to make your hybrid cloud infrastructures more agile and predictable—with a family of service availability, data protection, and information governance solutions that are designed for hybrid cloud environments.

Veritas Resiliency Platform

Delivers a unified approach to IT service continuity across hybrid clouds.

Veritas InfoScale

Provides resiliency and software-defined storage for critical business services.

Veritas NetBackup

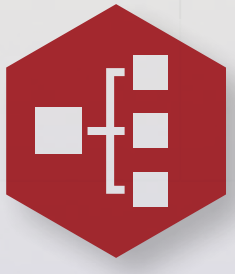
Automatically protects and manages data across public and private cloud environments.

Veritas Risk Advisor

Detects and reports on configuration risks across physical and virtual environments.

Veritas Data Insight

Combines advanced file classification, analytics, and remediation tools to ensure the smart, successful execution of information governance strategies.



Veritas Information Map

Visualizes unstructured data to support informed and unbiased information governance decisions.

Start Building Safe, Available, And Predictable Hybrid Cloud Solutions Today

Veritas can help you eliminate the challenges and maximize the benefits as you move toward hybrid cloud infrastructures.

To learn more, visit
http://www.veritas.com/solution/multi-vendor-hybrid-cloud

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