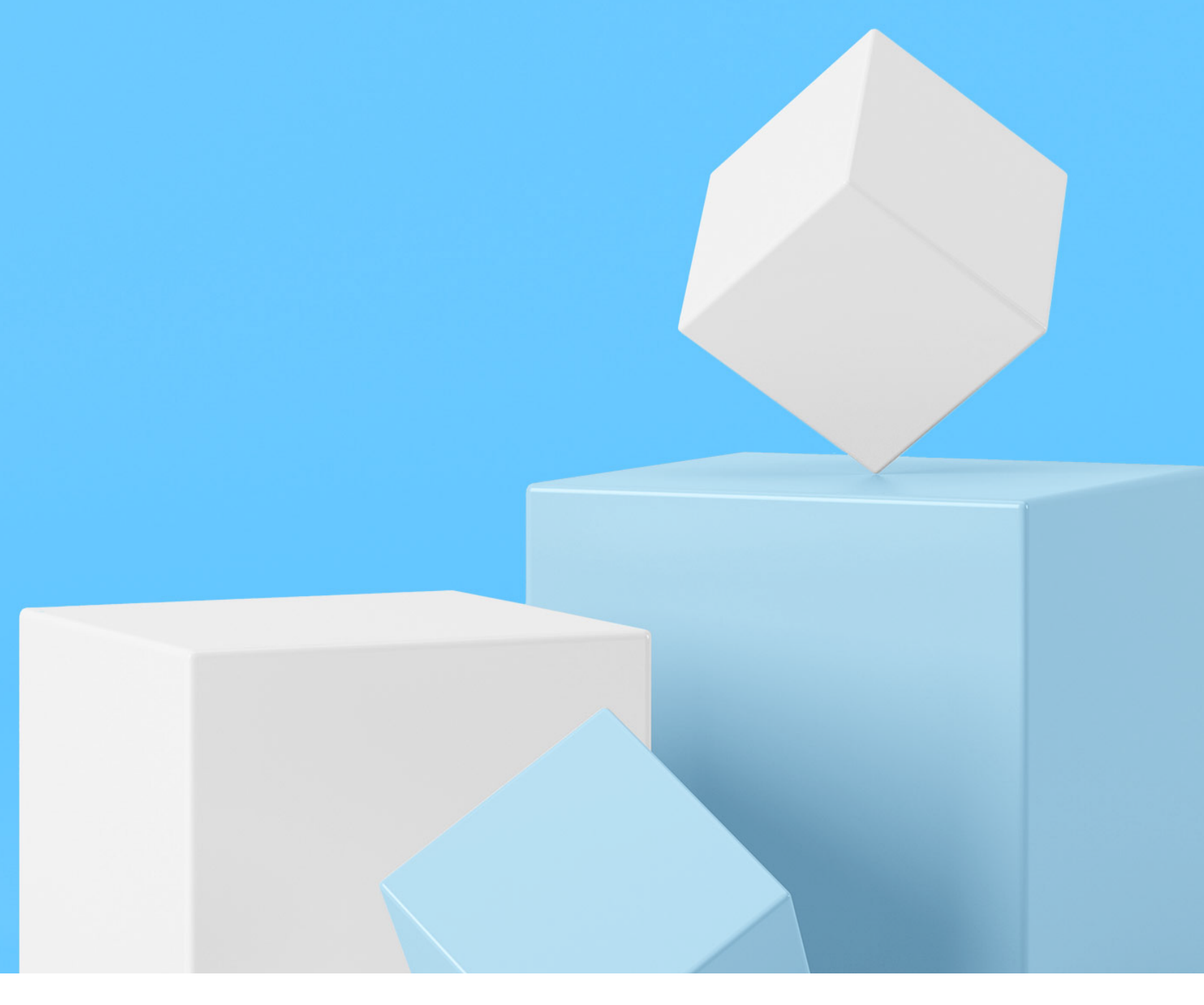


TACTICAL BUYER'S GUIDE

# 5 ways NetApp with Azure protects your data from the inside out



- 01 Take a holistic approach.** When you're too focused on recovery, it makes it easy for cybercriminals to show off their sleight-of-hand skills. NetApp protects your primary and secondary storage at the data layer on premises and in Azure.
- 02 Tamperproof storage.** You can't touch what you can't access. Create a logical air gap for secure file and object locking by using NetApp® Snapshot™ copies and secure write once, read many (WORM) file locking.
- 03 Go from risky to riskless.** Automatically gain visibility into the security posture of your data. Easily identify sensitive data and its location, track folder permissions, and enable options that help prevent unsecured data access.
- 04 User behavior anomaly detection.** Rapidly detect anomalies in real time to identify compromised user accounts or possible rogue behavior with powerful infrastructure monitoring that puts eyes on all of your data—from edge to core to Azure.
- 05 Rapid recovery.** Quickly bring your data back online by using NetApp immutable Snapshot copies to restore terabytes of data in seconds, not hours.

### The challenge

A whopping 80% of organizations had a “severe” cloud security incident in the past year. Ask 25% if they’ve had a cloud data breach, and all they can say is “maybe.”<sup>1</sup> Why? Look around. Worldwide, data is growing like everybody’s business and accelerating at a 23% compound annual growth rate (CAGR).<sup>2</sup> Meanwhile, globally, 58% of backups and restores fail<sup>3</sup>, and the average cost of a ransomware attack across 31 countries is up to \$1.4M and climbing.<sup>4</sup> No wonder executives cite “ransomware and data breaches” as their top concern and #1 source of insomnia.<sup>5</sup>

### The opportunity

While everyone else is playing cybersecurity checkers, NetApp and Azure are playing 4D data-centric chess. Use automation to detect suspicious activity before it becomes a threat. Bounce back from an attack while keeping storage consumption in check. Stay calm and compliant under GDPR pressure. The NetApp portfolio of solutions in the [Azure Marketplace](#) covers all of your business-critical bases: internal or external, on premises or in the cloud. Getting enterprise-grade peace of mind in Azure is as easy as implementing our key data services.

### Benefit summary

NetApp's holistic approach solves all your data protection and data security challenges across hybrid cloud and cloud-native workloads.

### Where NetApp adds value

Use case	NetApp approach
Backup and disaster recovery on Azure	<ul style="list-style-type: none"> <li>• Get backup and restore capabilities for protection and long-term archiving of cloud or on-premises NetApp ONTAP® unstructured data, databases, and virtual machines</li> <li>• Unify data management across your hybrid cloud environment with no need for special skills</li> <li>• Built-in security means that backup data is secured with AES-256-bit encryption at rest and TLS 1.2 HTTPS connections in flight</li> <li>• Get lower TCO with backups stored in low-cost Azure archival storage</li> <li>• Pay for use: After the initial backup, you are charged only for changes to data blocks</li> </ul>
Ransomware protection	<ul style="list-style-type: none"> <li>• Prevent data from being deleted, even by compromised administrator accounts, with Cloud Volumes ONTAP WORM capabilities</li> <li>• Detect anomalies in real time to identify compromised user accounts or possible rogue behavior</li> <li>• Embrace a Zero Trust approach to security with controls such as multifactor authentication, role-based access, comprehensive logging, and auditing to protect against ancillary attacks</li> </ul>
Data governance and compliance	<ul style="list-style-type: none"> <li>• Gain visibility into all your data through multi-environment data mapping for personal, nonpersonal, and sensitive data with an easy-to-use data governance service</li> <li>• Easily identify duplicate data to eliminate redundancy</li> <li>• Lower costs by pinpointing noncritical data that can be deleted</li> <li>• Turn on alerts for instant notification of sensitive data and anomalies</li> </ul>

### Only NetApp offers



#### NetApp + Azure = better together

Who better than NetApp and Azure to deliver the simple flexibility of cloud storage at the enterprise level? Only lawyers can prevent us from stating the obvious answer (hint: it starts with “no” and ends with “body”). Our portfolio of cyber-resilience solutions is available in the [Azure Marketplace](#) and runs directly from the Azure console. It combines all the convenience of a first-party integration with all the power of NetApp's world-class data management.



#### Security credentials like nobody's enterprise

NetApp was the first enterprise storage vendor validated to host the National Security Agency's top-secret data. What about the necessary security posture and configuration needed to be an approved product for purchase by the U.S. Department of Defense? We've got that, too. Our security cred makes for a long and impressive list of achievements. But really, all you need to know is that NetApp meets the strictest security requirements imaginable. Yours included.



#### It's just easier this way

Nobody ever complained that something was too easy to use. That's why NetApp cyber-resilience solutions are click-drag-drop simple. They're there in Azure so you'll be up and running with real-time data visualization of your entire environment in no time. No expertise is required to get the expert views you need. Ensuring performance, availability, and efficiency can be everyone's job. And with artificial intelligence and machine learning technologies doing their predictive thing, nobody has to work overtime to keep intruders at bay.

“Savings of \$1M annually moving Epic DR to Azure by leveraging NetApp has been key to our ability to meet new demands for quality care and to pivot resources during uncertain times.”

— Doug McMillian, CTO, Cone Health

[Read the case study](#)



### Additional learning

- [Data protection and security for Azure](#)
- [NetApp BlueXP in the Azure Marketplace](#)
- [BlueXP backup and recovery](#)
- [NetApp BlueXP classification](#)
- [NetApp BlueXP observability](#)
- [NetApp ransomware solutions](#)

<sup>1</sup> Snyk Report, *State of cloud security*, 2022.

<sup>2</sup> Statista, *Volume of data/information created, captured, copied, and consumed worldwide from 2010 to 2020, with forecasts from 2021 to 2025, 2022*.

<sup>3</sup> Veeam, *Data protection report*, 2021.

<sup>4</sup> Sophos, *The State of Ransomware* 2022.

<sup>5</sup> Allianz, *Allianz Risk Barometer* 2022, January 18, 2022.