

E-BOOK

5 Myths About Cloud Backup for Healthcare

 **NetApp**[®]

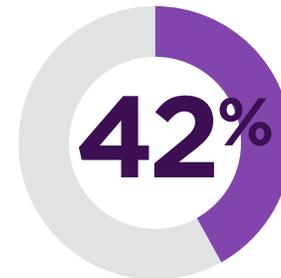
WHY THE CLOUD IS A PERFECT PLACE TO STORE YOUR BACKUP DATA

5 Myths About Cloud Backup

- 1 Cloud backup costs too much
 - 2 Cloud backup performance will fall short
 - 3 Cloud backup leads to service provider lock-in
 - 4 Cloud backup means weaker data security
 - 5 Cloud backup is complex and disruptive
- ☁ Realize the many benefits of cloud backup

The promise of cost savings continues to attract organizations to the cloud. According to IDG, 42% of surveyed IT executives cited reducing total cost of ownership (TCO) as their primary business goal for cloud investments, making it the top reason identified by companies of all sizes.¹

Hospital IT leadership embracing backup to cloud strategies are reaping almost instant rewards in reduced cost and complexity. They are finding cloud-enabled backup easy to integrate, simple to manage and highly secure at a fraction of the cost of tape-based backup. So what's preventing widespread migration to cloud? Read on as we identify — and dispel — the top five myths that keep organizations from improving their backup and recovery operations with cloud-integrated solutions.



OF IT EXECUTIVES CITED REDUCING COST AS THEIR TOP BUSINESS GOAL FOR CLOUD

IDG 2016 Enterprise Cloud Computing Survey

1

CLOUD BACKUP COSTS TOO MUCH

A prevailing cloud backup myth centers on cost. If the amount of data that institutions generated and stored remained static, traditional backup strategies might continue to be a viable option. However, in our digital age, data volumes are growing exponentially. Hospitals and health

systems that rely on traditional, on-premises backup systems will find they need to continuously invest in new infrastructure to meet their data storage needs.

A cloud-integrated backup appliance enables cost reduction via inline deduplication and compression with up to 30:1 data reduction ratios. WAN optimization allows you to reduce the amount of data that is transported to the cloud while increasing transfer speed by up to four times.

These efficiencies can result in big saving — hospitals and clinics can save from tens to hundreds of thousands of dollars, depending on their size.

"The savings we're realizing are helping us direct more time and money into patient care — and that's what our business is all about."

Assistant Director of Network Services,
Inland Northwest Health Services/Engage



The savings aren't limited to capital costs, either. The reliability of a cloud-integrated solution also beats out traditional backup, allowing IT teams to reduce the time spent managing backups and troubleshooting hardware issues. These management cost savings vary from one company to another and can range as high as 80%.²

2

CLOUD BACKUP PERFORMANCE WILL FALL SHORT



The right cloud backup appliance can meet enterprise service level objectives for both backup windows and recovery times. By reducing data volumes with deduplication and compression, and caching the data to disk, backups can complete faster versus legacy tape systems.

In addition, intelligent prefetching can accelerate data recovery up to 32 times compared with tape. An

appliance with a local cache also improves recoverability because most restore requests can be recovered from the on-premises cache instead of from the cloud. Quality of service controls can be set to make sure that data moves to and from cloud storage at the required speed. The performance payoff? Backup times decline significantly, which allows the IT team to allocate their time more strategically.

"To see our data securely stored off-site in its original format and that we have quick access to it when needed — is actually kind of amazing, especially when the user doesn't even notice it's located somewhere else."

Director of Information Technology,
Broadstone Memorial Hospital

3

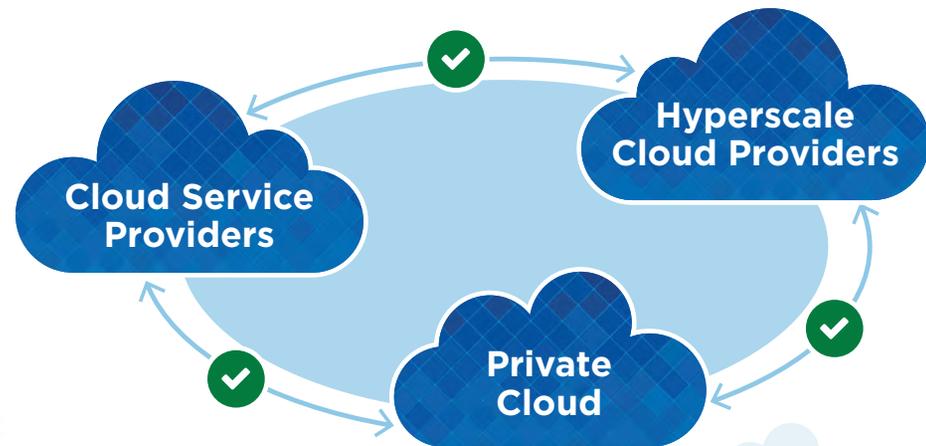
CLOUD BACKUP LEADS TO SERVICE PROVIDER LOCK-IN

Another frequently held misconception suggests that once an institution's data is in the cloud, the organization can avoid lock-in by choosing a cloud-integrated appliance that supports a wide variety of cloud targets, such as Amazon, Microsoft Azure, Google, IBM, regional service providers, and private cloud object storage platforms. The leading cloud-integrated solutions also provide the agility to move data from provider to provider if desired.

As the cloud services market evolves, so will the features and pricing available to cloud users. IT organizations need the agility and flexibility to avoid having their data stuck with any particular provider to take advantage of new developments.

"Cloud-integrated backup caught our attention as a unique and money-saving alternative to purpose-built backup appliances (PBBAs). Integration with any backup software or cloud also held great appeal."

Assistant Director of Network Services,
INHS/Engage



4

CLOUD BACKUP MEANS WEAKER DATA SECURITY

Given the potential consequences of data breaches, many organizations have concerns about the level of data control and security provided by cloud service providers. However, many IT leaders are beginning to question whether their on-premises systems can match the security features offered by cloud providers. Some survey data indicates that roughly 50% of enterprise IT users now rate public cloud as equally secure or more secure than their own on-premises data centers.³

"Our backup service makes it easy to check off all the boxes for meaningful use and HIPAA regulations compliance, including encryption and off-site copies."

Assistant Director of Network Services, INHS/Engage

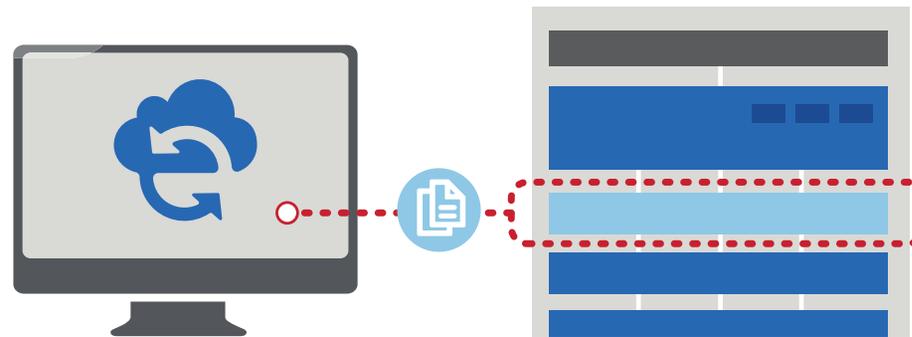


With leading cloud-integrated storage appliances, data encryption is a key feature. Enterprise-grade cloud backup appliances can keep data safe with AES 256-bit encryption, FIPS 140-2 level 1-validated encryption and industry-standard Transport Layer Security encryption. This means organizations can achieve the desired security for cloud backup — both in flight and at rest.

For superior control, make sure that your encryption keys can be managed locally with the Key Management Interoperability Protocol so they never have to leave your data center. Moreover, role-based access controls can be used to help maintain a high level of security by exposing only the necessary protocols, ports and networks.

5

CLOUD BACKUP IS COMPLEX AND DISRUPTIVE



Many organizations have experienced varying levels of complexity and disruption with their backup systems over the years, so the perception that moving to cloud backup poses similar challenges is understandable. However, implementing a cloud backup solution can be accomplished quickly with a minimum of changes to existing processes.

With the right cloud backup appliance, companies can deploy a cloud-integrated appliance, integrate it with existing backup software and connect it to a cloud service — all with existing IT personnel.

Cloud backup also offers additional advantages that minimize disruption while maximizing efficiency. For

example, cloud backup reduces tape or disk management overhead and error-prone, time-consuming manual tasks, which frees up valuable IT resources for other projects. In addition, administrators can take advantage of remote monitoring and management capabilities from a single dashboard, providing improved control from across the data center or the world.



REALIZE THE MANY BENEFITS OF CLOUD BACKUP

According to ESG, IT leaders' top three mandates for data protection include boosting data recovery speed and agility, increasing backup and recovery reliability, and reducing data protection storage and hardware costs.⁴ Contrary to popular myths, backup to the cloud can help you realize those benefits and more.

Want more information?

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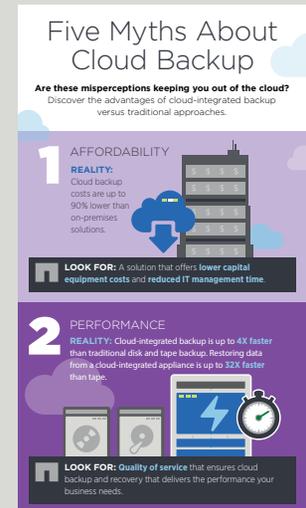


ENDNOTES:

- ¹ IDG 2016 Enterprise Cloud Computing Survey.
- ² NetApp, "Homebuilder Reduces Backup Work by 80%, Frees Up IT Staff with Cloud Solution."
- ³ Evaluator Group, *Cloud Survey of Surveys*, February 2017.
- ⁴ ESG Research Report, *Trends in Data Protection Modernization Survey*, March 2017.

UPDATE YOUR TEAM

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