

E-BOOK

DEFEND YOUR DATA

Protect your data and your business with
NetApp cyber-resilience solutions.

 NetApp



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CYBERCRIME IS ON THE LOOSE

Around the globe, organizations are under tremendous pressure to protect their data and applications from cyberthreats.

As cyber-criminals become more adept at using AI technologies, attacks become cheaper and easier to carry out. Although that's good news for hackers, it makes cyberattacks more common, leaving more businesses at risk.

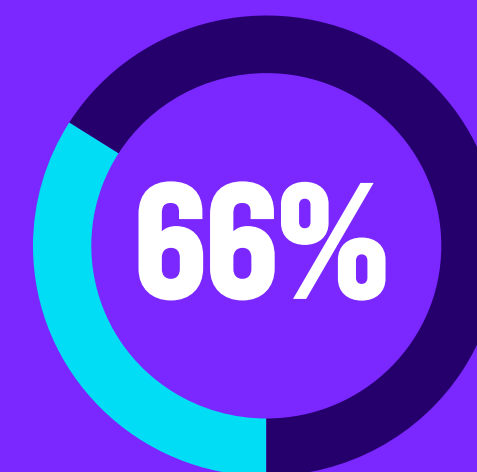
The average cost of a data breach globally has soared to an all-time high of \$4.45M, and with a cyberattack happening every 39 seconds in the United States, that number will continue to grow.

It's no longer a matter of if but when your organization will be the target of a cyberattack. Turning your attention from protecting the perimeter to protecting the data behind the perimeter makes all the difference in how an attack impacts your business.

Ransomware is a top business risk

2023 was a banner year for cybercrime:

A Sophos study across 14 countries found that



of organizations were affected by ransomware in 2023.¹

Source: Sophos, ["The State of Ransomware 2023"](#).

Globally, just

8%

of businesses that pay ransom to hackers receive all of their data in return.²

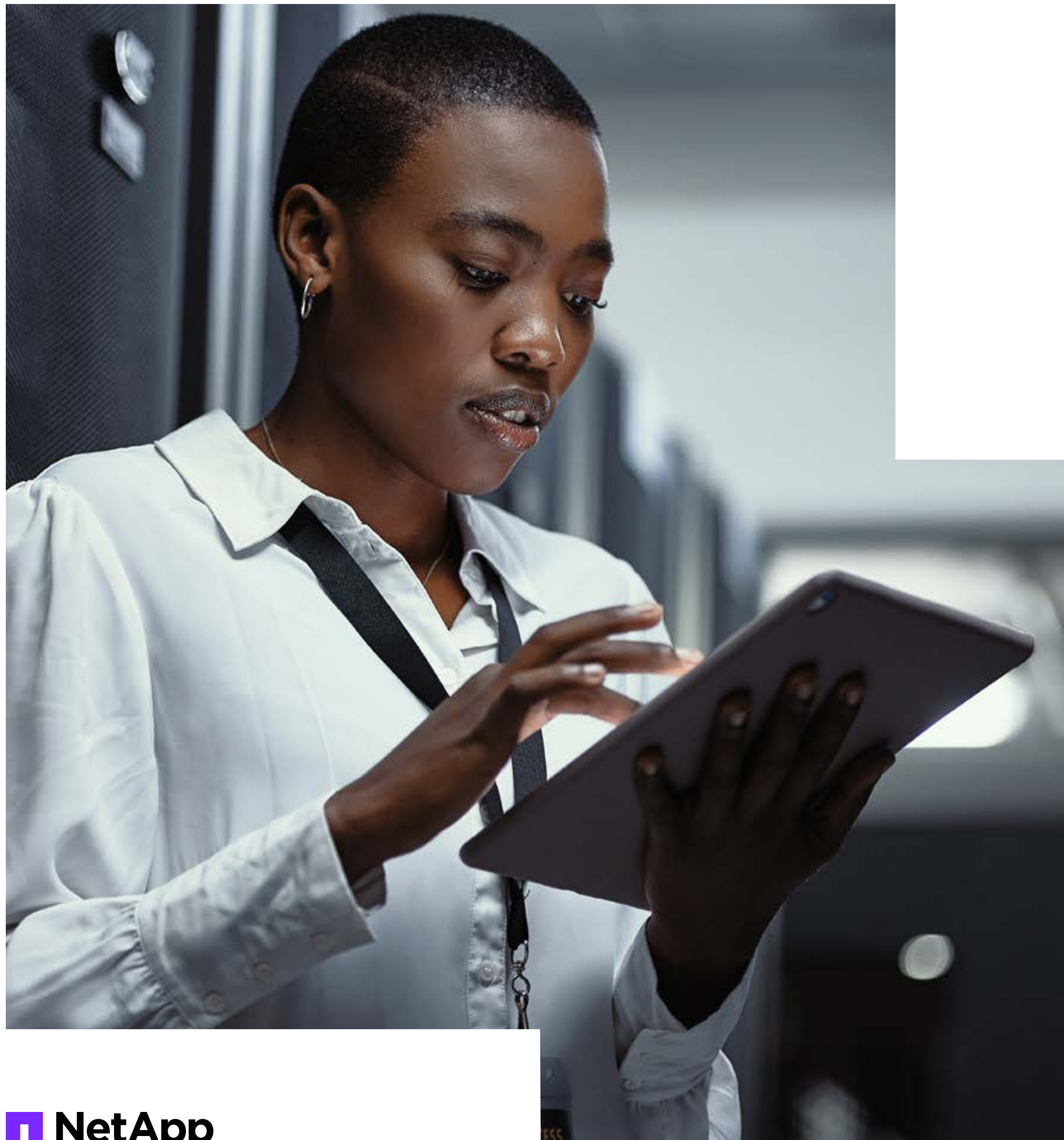
Source: Cobalt, [Top Cybersecurity Statistics for 2024](#).



Ransomware is expected to attack a business, consumer, or device every

2 SECONDS BY 2031.

Source: Cybercrime magazine, [Global Ransomware Damage Costs Predicted to Exceed \\$265 Billion by 2031](#).



GO BEYOND BACKUP

Cyber resilience takes cybersecurity to the next level. Instead of building a moat around your business, it focuses on protecting the crown jewels of your business: your data.

When done well, a cyber-resilience strategy can prevent the effects of a ransomware attack from ever materializing by reducing reliance on a set of point solutions that don't integrate with or support one another. Even if your perimeter is breached, a proper cyber-resilience solution will keep your data protected.

The key is to insulate your data from those who shouldn't have access. That means firewalls, encryption, and implementing the principle of least privilege. The closer you get to the most sensitive data, the stronger the access controls. It's a new way of thinking about data security—protecting your data from the inside out.

Backup is not enough

In today's threat landscape, it takes a comprehensive approach to fight cybercrime.

Cyber resilience is a combination of protection capabilities to detect and prevent attacks and recovery capabilities to keep your business running if an intruder breaches your security perimeter or if there is malicious activity from the inside. Backup alone simply is not enough.

PROTECT. DETECT. RECOVER.

Get built-in (not bolted-on) data protection that is powered by AI and easily orchestrated with a unified control plane.

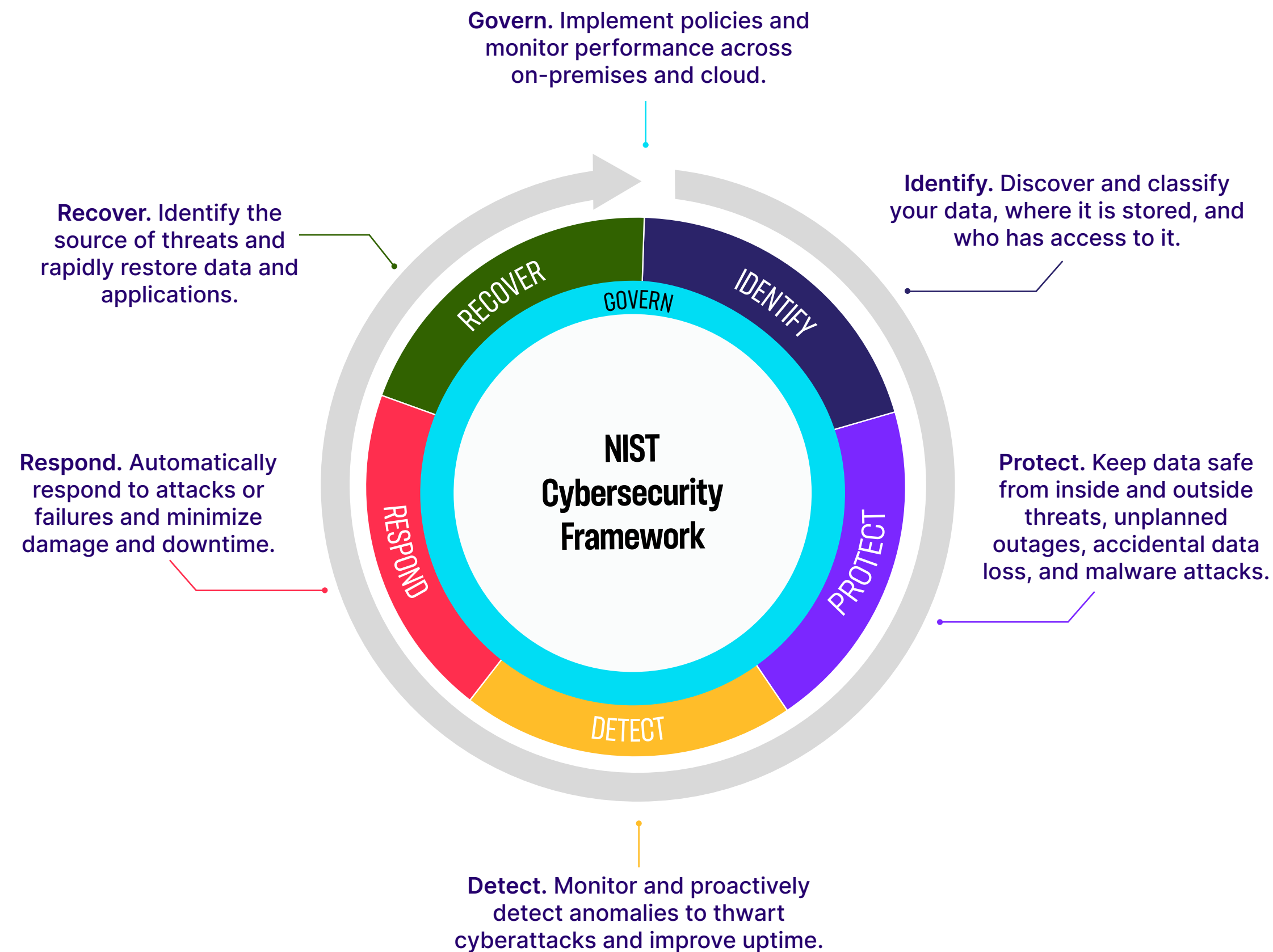
Merge the powerful, industry-leading cyber-resilience features of NetApp® ONTAP® software with NetApp BlueXP™ data services to change the cybersecurity game for your business.

The single BlueXP control plane uses AI to intelligently coordinate, execute, and monitor your workload defense. With a single click, you can:

- Identify and protect critical workload data at risk.
- Accurately and automatically detect and respond to limit the impact of potential attacks.
- Recover workloads within minutes with application consistency, safeguarding your valuable data and minimizing costly disruption.
- Continually monitor your NetApp on-premises and cloud environments.

NIST-aligned

BlueXP helps boost cyber resilience with comprehensive protection that covers all areas of the National Institute of Standards and Technology (NIST) cybersecurity framework.



“We are seeing cyberthieves becoming bolder and seeing more ransomware attacks in healthcare, IoT, and critical infrastructure. It’s no longer a victimless crime. We are shifting to a Zero Trust architecture, assuming the adversary is already in [the] network. So it really comes down to protecting the data, and this is where NetApp comes in because that is where all the data lives. We are covered from the edge to core to cloud, so this is a large attack surface coverage.”

Mark Maglin, DoD ECS



PROTECT YOUR DATA. PROTECT YOUR BUSINESS.

BlueXP classification uses AI and automation to give you full visibility into your data. You’ll know what kind of data you have, where it is located, and whether it is sensitive so you can plan what data to protect and how to protect it. Automated reports help you to understand the types of data your organization stores, where it resides, and whether it is at risk.

BlueXP helps orchestrate the cyber-resilience capabilities built into the ONTAP data management software for end-to-end protection on premises and in the cloud.

Role-based access controls, multifactor authentication, and multi-admin approval help make sure that only the people who need access to certain data can access it. Encryption in

flight and at rest and built-in secure multitenancy add extra measures of protection. Near-instant NetApp Snapshot™ copies mean that you always have up-to-date backups.

NetApp ONTAP features such as read-only Snapshot copies, indelible SnapLock® file locking, SnapMirror® data replication, and malicious file screening with FPolicy create highly effective preventive measures to keep your data safe. If attackers do make it past your perimeter, they won’t be able to alter your data in any way.

- BlueXP classification
- BlueXP ransomware protection
- BlueXP backup and recovery
- BlueXP disaster recovery for VMware

DETECT AND RESPOND INSTANTLY

Detect risks with 99% accuracy and automatically respond in real time.

NetApp solutions use artificial intelligence, machine learning, and automation to instantly detect anomalies and alert security teams.

Built-in Autonomous Ransomware Protection in ONTAP provides detection at the data layer. It uses machine learning to monitor workload activity and data entropy. FPolicy and a built-in database of over 3,000 known malicious file types help quickly detect potentially dangerous files.

If an anomaly is detected, the suspicious user is blocked and any questionable files are prevented from being written to disk. An alert is triggered along with a Snapshot copy for recovery, if needed.

Because you have identified and mapped all of your data, BlueXP automatically finds the suspect file and maps it to associated workloads so you know what data might be compromised and where to start your recovery.

→ [BlueXP ransomware protection](#)

“We store data for 30 years and try to keep our labs running to focus on science innovation - IT is just in the background making it all work seamlessly. From a threat perspective, we have everything coming at us from ransomware, external threats, internal threats, not to mention the ‘oops’—we deleted something. We have taken a holistic approach with NetApp ONTAP for data protection.”

*Phil Adams, CTO of the National Ignition Facility
at Lawrence Livermore National Labs*



“The perimeter is changing and getting bigger for ransomware defense. Our protection must cover a larger landscape and every employee has to be aware of cybercrime attempts. We have to ensure we are using Zero Trust architectures and technologies to make us ransom resilient. This is built in to our infrastructure.”

Michael Cole, CTO General Dynamics, Federal Civilian Division



RECOVER QUICKLY AND ALWAYS KEEP YOUR GUARD UP

Get back to normal in no time and continually monitor and adjust as needed to maintain your cyber resilience.

BlueXP takes the guesswork out of recovery by determining the best Snapshot backup copy to use and automatically orchestrating the recovery of workloads, including virtual machines, file shares, and databases with application consistency. For complete peace of mind, NetApp offers a [Ransomware Recovery Guarantee](#).

To keep your cyber resilience strong, BlueXP can continually analyze and assign protection strategies and monitor outcomes.

→ BlueXP ransomware protection

→ BlueXP backup and recovery

→ BlueXP disaster recovery for VMware

WHY NETAPP BLUEXP FOR CYBER RESILIENCE?

Here are five reasons why NetApp Blue XP makes defending your data faster, easier, and more effective.



Detect threats in real time

Use AI and ML to detect anomalies in user and file behavior as they happen.



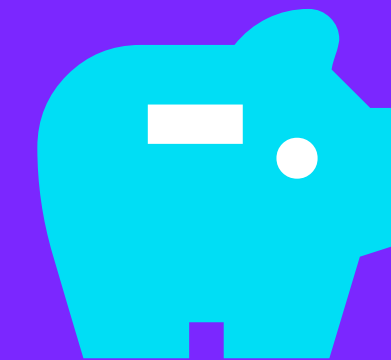
Respond immediately

Instantly and automatically act on potential attacks to limit damage.



Recover faster

Bring entire workloads back online with application consistency with a single click (with the option to restore granularly).



Save time, money, and effort

Detect threats faster, without human intervention, and minimize costly downtime.



Gain peace of mind

NetApp offers the most secure storage on the planet—with a Ransomware Recovery Guarantee.

START BUILDING YOUR DATA DEFENSE TODAY

Learn more about how NetApp BlueXP can help you build a cyber-resilience solution to protect your data, detect potential threats, and bounce back quickly when an attack occurs.

→ **BlueXP classification**

→ **BlueXP ransomware protection**

→ **BlueXP backup and recovery**

→ **BlueXP disaster recovery for VMware**



About NetApp

NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data services, and CloudOps solutions to turn a world of disruption into opportunity for every customer. NetApp creates silo-free infrastructure, harnessing observability and AI to enable the industry's best data management. As the only enterprise-grade storage service natively embedded in the world's biggest clouds, our data storage delivers seamless flexibility. In addition, our data services create a data advantage through superior cyber resilience, governance, and application agility. Our CloudOps solutions provide continuous optimization of performance and efficiency through observability and AI. No matter the data type, workload, or environment, with NetApp you can transform your data infrastructure to realize your business possibilities. www.netapp.com



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