

# HPE BACKUP AND RECOVERY SERVICE

IDC's customer survey<sup>1</sup> shows that:

**39%**

of organizations expect their data to go >50% every year

**50%**

of organizations have suffered an unrecoverable data loss in the last 3 years



Exponential data growth from edge to cloud has increased ransomware attacks and ransomware protection is the most challenging area of data protection

## DATA PROTECTION CHALLENGES

**1 Exponential data growth**

**2 Data is distributed, and diverse creating silos**

**3 Difficult to enforce enterprise wide data protection policies**

Traditional data protection solutions were not designed for today

### Increased threats

Vulnerable to increased cyberattacks like ransomware

### Too much time

Managing infrastructure and policies to meet service-level agreements (SLAs) is time-consuming

### Fragmented solutions

Multiple point solution to protect on-prem and in the cloud makes it difficult to meet the RTOs and RPOs

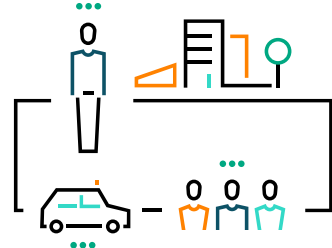
## WHY PROTECT YOUR DATA WITH HPE BACKUP AND RECOVERY SERVICE?

HPE Backup and Recovery Service is a backup as a service designed to protect VMware VMs, Amazon EBS Volumes and EC2 instances.<sup>2</sup> Delivered through HPE GreenLake platform and managed via a SaaS console with global protection policy, customers can protect their VMs or AWS resources<sup>3</sup> in a few simple steps within minutes on-premises and in the cloud.

While alternative backup services exist, HPE Backup and Recovery Service is unique and can drive significantly more value for your organization.

### ● CLOUD SIMPLICITY AND EASE OF USE

Protect your VMware® VMs on any storage and AWS resources in the cloud without the complexity of managing backup infrastructure on-premises or in the cloud—no additional hardware or software to manage and the cloud storage is fully managed and scaled by the service.



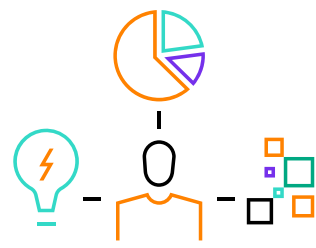
### ● DATA SECURITY AND RANSOMWARE PROTECTION

Backups are encrypted with added security of data immutability and dual authorization to prevent threats from ransomware and malware. Data is stored outside the production environment in an air-gap manner so that hackers cannot compromise backup copies.



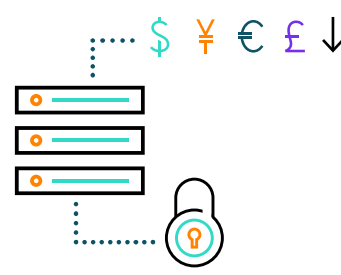
### ● HIGHLY EFFICIENT SERVICE

HPE Backup and Recovery Service provides super-efficient backup capacity utilization with source side deduplication, delivering up to 5x better storage efficiency relative to other vendors with similar offerings.<sup>4</sup>



### ● COST-OPTIMIZED SERVICE

Pay-as-you-consume service eliminates up-front CAPEX expenses with predictable consumption-based billing, reducing the overall TCO. There are no additional charges for data restore (egress), backup (ingress), search (operations) and management for cloud storage—the service covers everything.



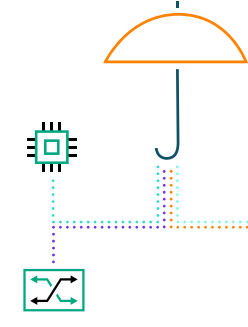
### ● UNIFIED MANAGEMENT

Easily manage all the backup and recovery operations from any device and any location through a single, cloud-native SaaS console.



### ● ELIMINATE DATA SILOS

Delivered through HPE GreenLake platform a comprehensive data management solution for compute, storage, networking, and protection with an unified access breaking down all data silos with agility and cloud experience.



## HPE BACKUP AND RECOVERY SERVICE IS

### Effortless

Reduces complexity with automation and unified management to deliver on your SLAs

### Efficient

Delivered as a service with consumption-based pricing and ultra-efficient data reduction technologies

### Secure

Built in encryption with immutability and dual authorization to protect against ransomware, protection templates to comply with regulations

**Try HPE Backup and Recovery Service with our 90-day free trial and experience the benefits for yourself.**

### LEARN MORE AT

[HPE Data Protection Solutions](#)

[HPE Backup and Recovery Service](#)

<sup>1</sup> hpe.com/psnow/doc/a00113336enw?from=app&section=search&isFutureVersion=true

<sup>2, 3</sup> HPE Backup and Recovery Service to protect AWS resources will be available in September 2022

<sup>4</sup> Based on HPE internal testing conducted in March and April 2022 comparing HPE Backup and Recovery Service with three other competing backup solutions

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