



Accelerating
Ransomware Recovery
to Meet Customers'
Expectations

WHITE PAPER

Table of Contents

Introduction.....	3
Loyalty is Key to Success.....	4
Backups are Useless; Recoveries are Priceless!.....	4
Fast-tracking New Revenue Streams.....	5
Conclusion	6

Introduction

The UK's National Health Service (NHS) never expected they would be the ones to face ransomware attacks. When the NHS (and 786 other companies according to the [2018 Data Breach Investigation Report](#)) were hit, it became a race to regain medical operations and equally important, to rebuild their customers' trust.

As businesses undergo digital transformation, [Gartner CEO survey](#) highlighted that the majority of CEOs did note they have a management initiative or transformation program to make the business more digital. Unsurprisingly, CIOs are focusing on maintaining business operations throughout any failure scenario - physical or logical. While organisations can protect their IT infrastructure from physical failures adequately, this is not the case for data corruption. The need to resume normal business operations after data is accidentally deleted or corrupted by malware is increasingly becoming a top priority for digital businesses.

For many years, organisations have been implementing backup-centric solutions, looking mostly at backup speeds, data reduction etc. In this paper, we will argue the case for:

- ▶ Moving away from a backup-centric approach to a recovery-centric approach
- ▶ Adopting new procurement models to accelerate deployment of new business services

"We live in an instant gratification, 'Always On' society. Your customers expect you to be there as and when they need you. The last thing they want to see when accessing your website are the words, "temporarily unavailable." They don't care if you are facing IT challenges, such as data corruption or ransomware. If you are not there for them, your competitors will be! An excellent customer experience is key to maintaining customer loyalty and trust." Eran Brown, EMEA CTO, Infinidat

Loyalty is Key to Success

The vital question is if brand loyalty exists in today's digital world? "Customer loyalty as we know it today is dead," says Rachel Barton, managing director, advanced customer strategy at Accenture Strategy in a [survey](#) published last year.

Consumers are changing - expectations are higher today than they were previously and as Salesforce revealed in its [State of the Connected Customer](#) research recently, "92% of customers think that the experience a company provides is as important as the product or service it offers."

Experience can mean many things: Everything from personalisation through to quick support. However, a fundamental prerequisite of experience is online availability. Ensuring a service can recover from all failure scenarios (malicious or accidental) is at the core of business requirements that fall under the 'customer experience' category. New customers, after all, do not come cheap. In the last five years, the cost of acquiring new customers has [increased by over 50%](#), so working harder to retain customers makes both commercial and strategic sense.

"Gartner says the future of IT infrastructure is always on, always available, everywhere."

Gartner Press Release, Gartner Says the Future of IT Infrastructure Is Always On, Always Available, Everywhere, December 3, 2018

Backups are Useless; Recoveries are Priceless!

Not all infrastructures are equal but one that helps retain customers by recovering the business services is surely a high priority on the IT shopping list. What should organisations look for in a backup & recovery infrastructure?

- ▶ **Recovery times are critical** - While backup times are efficient, most organisations still struggle to accelerate recovery times. Since by definition, customer experience is affected while waiting for the recovery to complete, this is an increasing area of focus for CIOs.
- ▶ **High Availability** - With the need to recover quickly, recovery infrastructure has to be highly available. No organisation can wait several hours for a part replacement to start a recovery - your customers will see the service is down and will use a competitor's services. In fact, a [recent Google study](#) shows that over 50% of users will abandon a website that doesn't load in 3 seconds.
- ▶ **Balancing cost and performance** - Accelerating recoveries do not require the move to a more expensive media - it requires the right architecture. The use of low cost high density media is paramount as backup capacity is often higher than production capacity.
- ▶ **Elasticity** - Ability to instantly scale capacity without waiting 3 months for new hardware to be shipped means higher business agility.

Fast-tracking New Revenue Streams

Customers expect their vendors/service providers to keep up with the times, and add richer and more engaging offerings over time. To achieve this, businesses need agility, especially in their data infrastructure. However, this is always limited by the “lowest common denominator” - the slowest component of your data infrastructure will determine when you can go live with a new customer service offering.

If your backup infrastructure growth requires procurement, shipping, installation and configuration of new hardware, elasticity takes months. However if your infrastructure can instantly grow using a Capacity on Demand (COD) model, allowing your business service to launch and pay for the expansion afterwards - your time to market is no longer limited by your data infrastructure.

HOW CAN INFINIDAT HELP?

- ▶ InfiniGuard offers the fastest recovery in the backup market thanks to the Infinidat Storage Architecture designed for the multi-petabyte InfiniBox used to store backup data
- ▶ The ability to scale capacity using a COD CapEx consumption model accelerates deployment of new services
- ▶ The elasticity of a Backup as a Service (BaaS) on-premises model without the need to send data to the cloud or waiting for new capacity

Conclusion

With the increased reliance on data to drive business value and a competitive edge, organisations are required to plan and build infrastructure that enables their business to recover as quickly as possible, to better serve their customers. This means re-evaluating past decisions and choosing the right recovery tools to meet the ever-stricter SLAs.

Shifting the focus from backup speed to recovery speed, while maintaining costs and gaining agility are enabling digital transformation.

Customers also expect a fast pace of new business offerings and services, which require IT processes such as backup and recovery. Adding elasticity in the backup infrastructure while keeping the backup fast and secure within the perimeter of the same data centre is important for compliance and improved operational efficiency.