NUTANIX™

Secure your organisation's future today

How to be ransomware resilient and fortify data storage to ensure friction-free growth.

Nutanix Unified Storage.

Let Nothing Limit Your Growth

This is a period of unprecedented disruption. Remote working, market turbulence, increasing competition and shifting customer needs have made technology more important than ever to keep up.

Yet, as organisations advance their digital transformations and implement strategies to stay competitive, there is one huge challenge that could derail those plans at any moment: ransomware.

Cyber-criminality is increasingly innovative. Unstructured information, data siloes, dispersed workforces, and cyber-insurance volatility could make you vulnerable - and it's no secret that ransomware is rampant. Ransomware attacks were thought to occur every 11 seconds in 2021, with the cost to business put at $20 Billion. As such, attacks should be seen as a 'when' rather than an 'if'.

Most organisations have a ransomware strategy in place. Do you? If so, is it built for resilience? Architecting resilience is easier said than done. That's why Nutanix has built a multi-layered approach to help your business easily manage, protect, and control data no matter where it's stored. It also supports critical applications requiring S3, NFS or SMB access.

Together, we can prevent and mitigate damage from attacks with the seamless integration of protections that will only bring you benefit. By operating from a high-performing foundation, you can minimise risk, assure continuity, and retain focus on delivering innovation and driving growth.

In this document, we'll explore the key challenges ransomware poses to your organisation and why Nutanix Unified Storage is the most secure and cost-effective data management solution.

Contents

The Rising Ransomware Threat

Ransomware is ever more sophisticated. Attacks are harder to prevent and cannot be detected by antivirus software or firewalls. The result is often tremendous losses. Yet, worse is to come. Next-generation attacks will focus data destruction, where you may have no chance of recovery.

Insufficient storage and ineffective security can also put enterprises at risk of soaring cyber insurance costs or – worse still – of not being unable to gain a policy. That's why it's vital organisations like yours now take the necessary steps to reduce the likelihood of a successful ransomware attack and mitigate the impact, should a breach occur.

Unstructured data only makes the situation worse

Today, 80% of data generated is unstructured (according to Gartner). That's thousands of users, millions of devices, and billions of new files each year. All of it contains valuable insight, yet a lack of visibility will remove your opportunity to gain extra value and leave this critical data vulnerable to cyber criminals.

It's hard to protect what you can't see. That's why shared data storage is such an easy target for criminals – and one of the main data blind spots enterprises must address quickly.

How Nutanix helps

With Nutanix Unified Storage, you can build resilience by structuring data in a simple, single data storage platform that offers end-to-end visibility and best-in-class security.

Let's explore how.

92.7%
rise in ransomware attacks in 2021
(NCC Group 2021 Annual Threat Monitor)

$265bn
predicted global cost of ransomware by 2031
(Cybersecurity Ventures)

40%
of enterprises will need ransomware defence integrated in storage by 2025
*(Gartner)*

Secure Your Data by Taking Control

As organisations become more digital, they generate more data for cyber criminals to target. This has triggered a spike in ransomware attacks, with [37% of all business](#) by ransomware in 2021 and just 65% getting their data back after paying the ransom. One consequence of this threat is a greater demand for safeguards ahead of insurers granting coverage.

Insurers want to see comprehensive data maps, a demonstrable understanding of data usage and outflows, and guarantees of their accuracy and compliance. However, providing this is tough when data is scattered and unstructured. So, how do you start to make sense of it? By understanding what you hold, uniting siloes, and ensuring full oversight.

**Click a button
to learn more:**
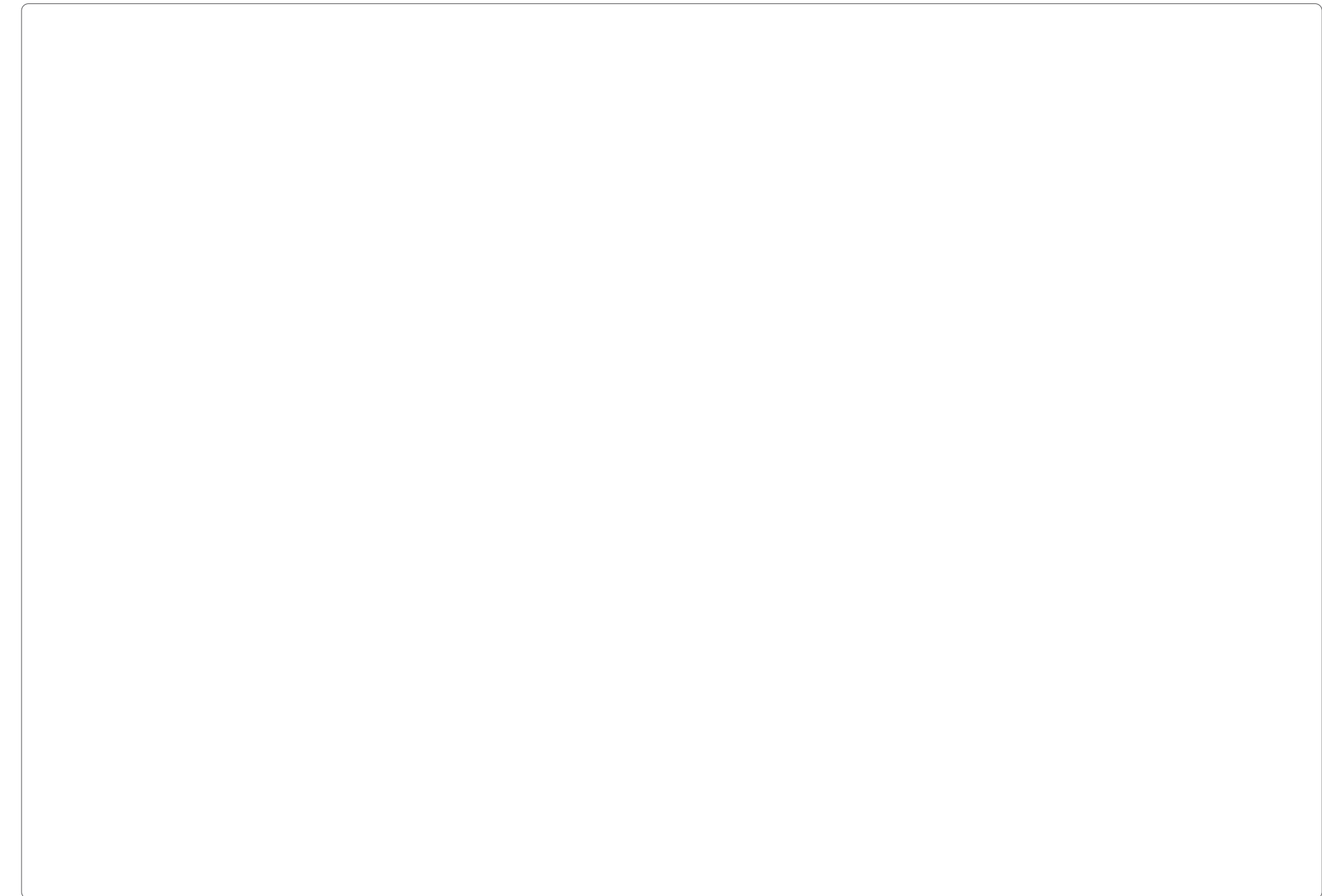
Adopt and Automate Easily

New regulations, consumer demands and market shifts mean organisations must constantly evaluate their operations to keep pace. In particular, they need efficient, automated data management to provide the resilience, data protection and agility needed to stay compliant and competitive.

Achieving a state of flexible, automated working demands a platform that can be deployed quickly and easily into any tech stack, so you can adopt enterprise-grade software without the grind or downtime usually associated with integrating new technology.

Click a button to learn more:
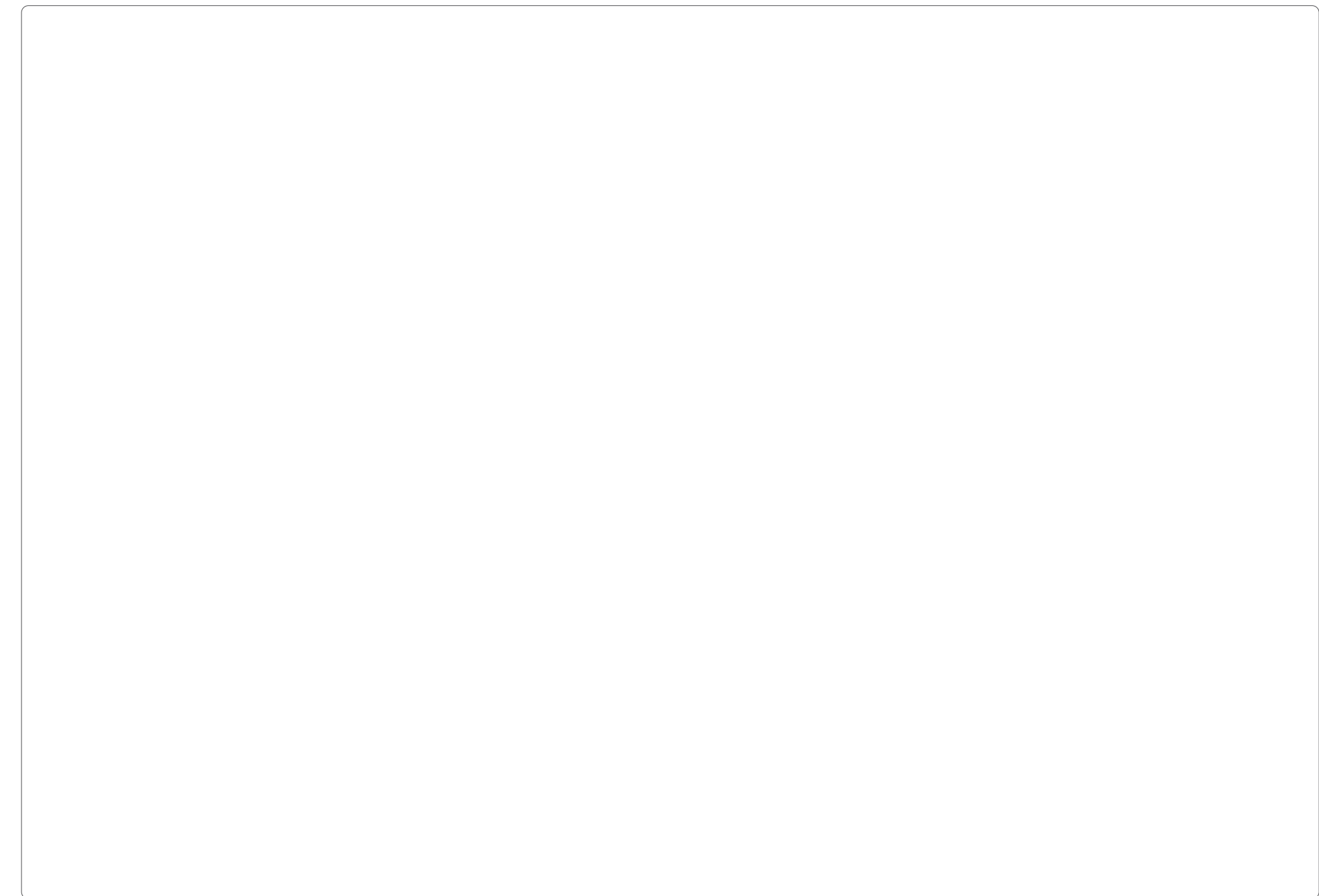
See Business Value Fast

The human/machine interface still is the number one entry point for criminal activity – an estimated 85% of cyberattacks start with the 'human factor'. That weak point makes the need for smart storage that works in the background to protect files even more important.

At the same time, organisations need to create distinct, seamless experiences to meet the digital expectations of today's customers. They must do this as they also manage the architecture needed to build a new digital foundation and develop AI platforms for the future. That's a lot of change and risks. How can they do all that while also trying to reduce the associated cost and stay competitive?

Great data storage isn't just cost-effective, it can also reduce, even eliminate, the huge costs associated with a ransomware attack. On top of that safeguarding, you could also gain immediate value by being well positioned to turn data into enhanced decision-making.

**Click a button
to learn more:**

Maintain Continuity, No Matter What

When a ransomware attack can disrupt a dispersed workforce's ability to operate normally, organisations need a process in place to ensure the business keeps moving forward.

Dealing with an incoming cybersecurity threat with remote teams that know how to act needs team education and, critically, the measures to minimise disruption and downtime. With the right data storage foundations, you can de-silo your teams as well as your data, plan for the future, and adopt technology with less fear of events throwing you off course.

Click a button to learn more:

Nutanix Delivers for Leading Organisations

How Nutanix has improved and fortified the data storage of a range of global companies.

FINANCIAL SERVICES	RETAIL	MANUFACTURING
Bottomline Technologies boosts application reliability and ease of management	**Home Depot drives IT innovation performance and visibility, while reducing costs**	**ROFA group make its data more secure, visible, efficient and easier to access**
"With the click of a few buttons, you can provision a highly available Files cluster"	"We can now see our end-to-end environment, work collaboratively and make better decisions"	"It's an all-round carefree package for our IT with completely integrated infrastructure"
Erik Dahlgren, Direct of Cloud System Operations, Bottomline Technologies	Kevin Priest, Senior Director, Home Depot	Martin Holler, IT Administrator, ROFA Group
Read more»	Read more»	Read more»

TECHNOLOGY	AUTOMOTIVE	ENERGY
Reliance acsn makes infrastructure invisible and gains on-demand scalability	**Mercedes Benz streamlines processes, increases efficiency and strengthens security**	**Total S.A. delivers secure digital transformation across energy production**
"It leaves us to concentrate on developing the business, not just running it"	"The internal security features are simple to use and very fast. It's a very interesting tool"	"The Nutanix solution has enabled us to dramatically reduce TCO and make operations more efficient"
Alex Costinean, Infrastructure Manager, Reliance acsn	Aníbal Ulisses Coral, IT Infrastructure Architect, Mercedes-Benz do Brasil Ltda.	Guillaume Brocard, Senior Operations Advisor, Total S.A.
Read more»	Read more»	Read more»

Gain Freedom in Resilience

Watch Nutanix CISO, Sebastian Goodwin, discuss the top data protection best practices in the hybrid cloud.

As hybrid workspaces rapidly evolve and businesses get more dependent on hybrid cloud infrastructure, new cybersecurity risks can disrupt your plans at any time. To clear their path to a high-growth future, enterprises must secure their foundations — or rather their data storage.

But how? In this webcast, Nutanix CISO, Sebastian Goodwin discusses what's missing in enterprises' ransomware strategies, why they need to act, and how unified storage can help. Click the link below to watch it now.

Let's Get Your Business Protected

Nutanix Unified Storage has the performance, resilience, security, and simplicity to support your critical applications.

Nutanix was named as a visionary in [Gartner's 2022's magic quadrant for distributed file systems and object storage.](#)

GigaOm recognized Nutanix as an [Outperformer for Enterprise Object Storage and a Fast Mover in High-Performance Object Storage.](#)

Nutanix was also recognized as a "Major Player" in the [2022 IDC MarketScape for Distributed Scale-Out File System.](#)

Gartner Peer Insights lists 93% of peers rating Nutanix as a five star service, with an [overall score of 4.7 out of five.](#)

In short, our portfolio offers the broadest, most complete ransomware solution on the market — including Files, Block, Objects and [Data Lens.](#)

Data Lens recognises over

4,000 ransomware signatures

and is constantly growing — so your protection remains current and constant.

NUTANIX.™

What's more, the comprehensive features in Unified Storage are just a click away. Start today and embed complete resilience in your data storage infrastructure.

Want to talk more about your data security strategy? Get in touch with your account manager and they'd be happy to help.