



PRESIDIO®

HOW TO TURN ORDINARY DATA INTO BUSINESS GOLD

Next-Gen Data Management Helps You Secure
and Extract Value from Your Data

Raphael Meyerowitz
Engineering VP, Technology Solutions and Strategic Partnerships

COHE*S*ITY

The Prospect of Extracting Value from Your Data

Data is everywhere; it's growing and that's a problem. How can we ensure we meet our regulatory and compliance obligations? How do we combat bad actors and defend against malware and ransomware? How can we best secure yet ultimately extract value from our data to give us a competitive advantage?

It's time to regain control over your data, applying modern AI technology, so you can secure it and mine valuable insights to move your business forward. But how do you start? And, more importantly, what's the most efficient and cost-effective way to do that?

We'll examine some of the more common challenges—from poorly managed data infrastructures to security and compliance vulnerabilities. Then we'll drill down into next-gen data management—and show you why Cohesity with Presidio support is the best choice to move your business forward.



Understanding the Challenges of All That Data

Today's organizations face new challenges as a result of massively growing data, including:



DARK AND FRAGMENTED DATA

Do you know where your data is? Most organizations lack detailed information about the location, ownership, or access history of their data or whether it contains sensitive information. In addition, data is often siloed by users, departments, applications, and more.



SECURITY RISKS

The multitude of siloed data points provides a broad base of attack for bad actors. Ransomware attacks are the fastest growing form of cybercrime, and it's estimated that by 2031 these attacks will cost their victims over \$165 billion annually.¹



CONSTRAINED BUDGETS

There's continuing pressure on IT teams to do more with less. Exploring modern alternatives to not only effectively managing data, but also making the data work harder is good for business.

70% forced to cut their IT budget over the next year²
16% average IT budget cut²



CLOUD CONSIDERATIONS

While the public cloud offers multiple benefits, the hybrid, multi-cloud era brings new complexity, inadequate protection, inadequate efficiency, and a new set of security concerns. This can lead to missed SLAs, data loss, data leaks, and costly monthly bills.



TOO MUCH TIME SPENT MANAGING DATA

Grappling with data silos and a complex data infrastructure—multiple public clouds, data centers, remote offices, and the edge—places an enormous burden on already stretched IT teams. Simply meeting basic service levels, rather than working on more mission-critical tasks, adds up to an average of five months per year.²

In addition, there's a huge impact on system and operational efficiency. For example, there's typically no data sharing between siloed components, leading to redundant data that fills storage space. And managing multiple proprietary systems with different dashboards can stress overtaxed IT teams.

40% of IT time each week devoted to managing data infrastructure²

Clearly, today's technology solutions must make it easier to mine value from your data, while also reducing IT stress levels and employee turnover—all this while keeping data secure from ransomware attacks and other threats.

The Solution: Next-Gen Data Management

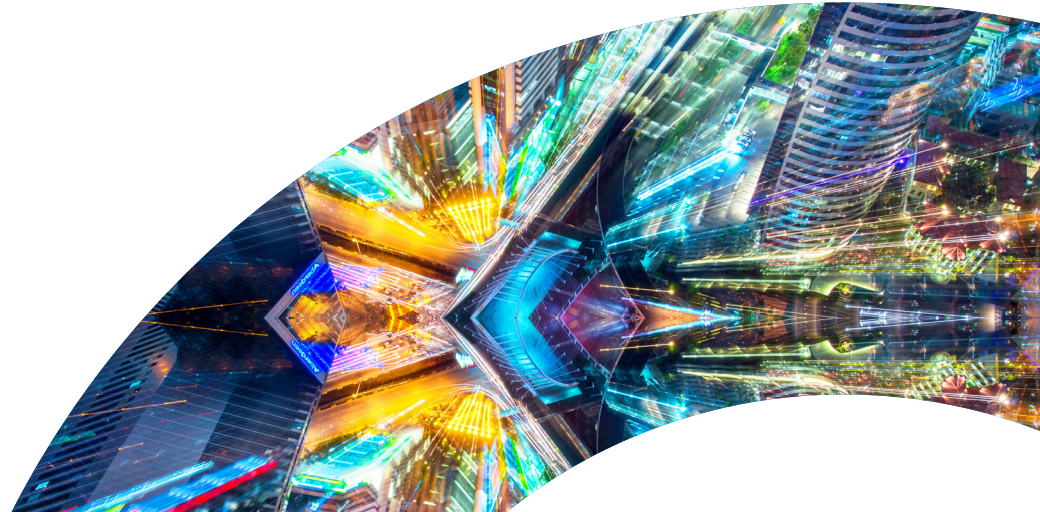
You're not alone in facing challenges like these. One survey found that almost 9 out of 10 IT leaders want a turnkey software as a service (SaaS) solution², but most solutions to date have not delivered on their promises. Instead of offering a full range of data management capabilities—backup as a service, disaster recovery (DR) services, file and object management, archiving, security, and analytics—most SaaS solutions offer a single service, such as backup. Additional services must then be procured from multiple vendors, leading to the same silo sprawl and mass data fragmentation found with legacy solutions.

Plus, multiply the number of solutions and services—whether on premise or in the cloud—and you're left with the same security challenges. Too much data in too many different places with no overarching security solution that both detects risks and ensures your data is resilient against cyberattacks and other data loss events.

To break the cycle of technical debt and free IT teams from the burden of outdated architectures, today's enterprises require a

fundamentally new approach to realize the value of their data. They require next-gen data management solutions that are more secure, intelligent, and open than traditional data management solutions.

Data Management as a Service (DMaaS) delivers robust benefits, including reduced IT burden, greater cost predictability, on-demand scalability, and access to cloud-based apps to help drive additional value.



Modern Multi-Cloud Data Management for Enterprises

Cohesity believes your technology should work harder and smarter for you. To that end, they innovate to build next-gen DMaaS solutions that help you stay ahead of modern challenges. Presidio has deep multi-cloud expertise, with hundreds of technical certifications across AWS, as well as other public cloud platforms.

Cohesity applies the same architectural principles as the hyperscale software giants—Amazon, Google, and Facebook—to managing your enterprise data, while providing an array of consumption and deployment choices.

This architectural approach has three key components:

1. **A distributed file system**—a single software-defined platform—to consolidate, manage, and store data across servers, databases, tape, cloud, data center storage, and applications.
2. **A single, unified logical control plane** through which to manage it.
3. **Simple, powerful services** that you can easily deploy or consume atop this platform to deliver new functionality.

Embedded in the Cohesity platform is their **Threat Defense** architecture that ensures data resiliency, access control, near realtime threat detection powered by AI, and rapid recovery.

With Cohesity, data is secured, encrypted, and stored efficiently. It's consolidated rather than fragmented across various silos in the organization—simultaneously addressing the problem of mass data fragmentation and allowing both IT and business teams to holistically leverage its value.

Similarly, Presidio helps customers to realize the cost savings, and the benefits of automation and the ability to flex, with managed services to take care of the cloud so that they can refocus on the business.

We have invested in building a Cohesity professional services practice to install, configure, and migrate workloads that help solve customers' most pressing business challenges.

The benefits of deploying a DMaaS solution²:

61%

Focus more on deriving value from data to improve the bottom line.

52%

Reduce stress levels for IT teams

47%

Reduce IT turnover

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Traditional Data Management vs. Next-Gen Data Management

Traditional Data Management	Next-Gen Data Management
With traditional data management, IT teams struggle to perform backup, file and object services, disaster recovery, security, governance, dev/test, and analytics using multiple single-purpose tools that don't interoperate. The result is mass data fragmentation.	Traditional data management demands a fundamental redesign of the underlying architecture. Cohesity applied the software design principles of cloud hyperscalers to enterprise data management to tackle mass data fragmentation. The result is next-gen data management.
COMPLEX – Managing multiple products from multiple vendors across an increasingly diverse hybrid cloud landscape forces IT costs and times to skyrocket.	SIMPLICITY AT SCALE – Manage everything in one place and easily expand as needed. <ul style="list-style-type: none"> • Power multiple use cases with a single webscale platform. • Have global visibility and control across hybrid cloud and multi-cloud environments. • Choose from self-managed, partner-managed, or SaaS deployments.
RISKY – Enterprises are more vulnerable than ever to sophisticated cyber attackers intent on finding any vulnerability in fragmented, legacy technologies, driving up risk.	ZERO TRUST SECURITY – Detect, protect, and quickly recover from ransomware attacks. <ul style="list-style-type: none"> • Built-in, AI-powered threat detection, immutability, and instant mass restore thwart ransomware attacks. • Minimize downtime with disaster recovery and auto failover. • Integrate with leading security ecosystem partners to automate and extend protection.
UNINTELLIGENT – Traditional tools cannot accommodate the interconnected nature of today's digital business, leaving IT teams struggling to manually manage most aspects of operation.	AI-POWERED – Make more informed decisions and act faster with built-in smart capabilities. <ul style="list-style-type: none"> • Reduce manual effort and receive proactive alerts and health checks with SmartAssistant. • Defend against cybercrime and ransomware with AI-based threat detection and scanning. • Reduce cost and improve performance with AI-powered recommendations.
CLOSED – Traditional solutions typically perform a single function, such as backup, making them difficult to extend or integrate with modern orchestration and automation tools. Yet enterprises need tools with APIs that augment the value of their data to address other requirements.	THIRD-PARTY EXTENSIBILITY – Leverage marketplace apps (“bringing apps to the data”) or integrate with industry-leading solutions. <ul style="list-style-type: none"> • Discover and download third-party and Cohesity apps for analytics, reporting, compliance, security, data masking, and more. • Enable self-service operations via integration with ready-to-use automation and orchestration tools. • Build, automate, and manage operational workflows to cut cost and time.

Cohesity and Presidio: Highly Experienced Industry Leaders

Cohesity empowers you and your organization to radically simplify data management—backup, archiving, disaster recovery, file and object services, dev/test, and analytics—while unlocking value from your enterprise data and realizing more ways to deter, detect, and respond to cyberthreats and ransomware attacks. Backed by award-winning Cohesity support with consistent Net Promoter scores (NPS) of 90+, Cohesity next-gen data management is proven to deliver 150% return on investment.

Presidio has deep experience with both cloud native and traditional IT, so we are uniquely positioned to help organizations bridge the gap—or grow and expand their capabilities.

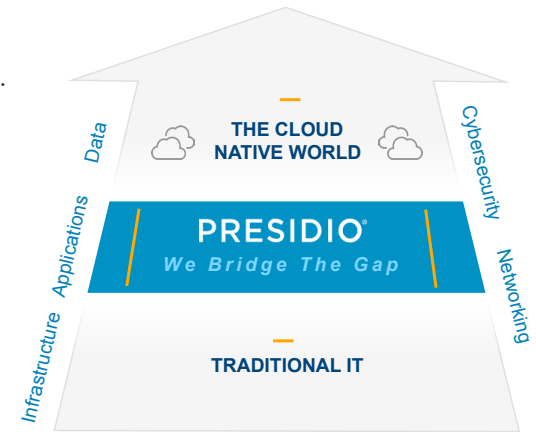
At Presidio, we consistently deliver transformational results:

- We have over 9,000 service engagements
- 98% of our clients continue to partner with us
- Our top 50 clients have all been with us for over 10 years
- We average 4+ solution offerings implemented per client
- Our NPS is over 20% above the industry average

As a Cohesity Professional Services Partner, we are ready to implement a solution that meets your needs with a well-rounded understanding of your whole environment. Our team of over 3,000 and more than 40 global locations is ready to engage your organization wherever you do business.

Understanding the complete IT stack—as well as cloud—is a key differentiator, as most companies do one or the other. We have in-depth expertise around the technology plumbing as well as multiple cloud environments.

Cohesity's solution, packaged with Presidio's scale and ability to meet you where you are, is uniquely poised to help your organization solve the complex challenges of data management and thrive in a data-driven world.



Why Presidio + Cohesity

Presidio partners with Cohesity to simplify how organizations manage data. Cohesity's innovative technology and applications eliminate mass data fragmentation so customers can secure and manage data efficiently.

With Presidio, the hands-on experts at connecting IT of today and tomorrow, and Cohesity's innovative technologies with next-gen data management, you can efficiently protect, secure, and manage your data your way:

- Receive expert-level advice for your environment.
- Manage your data on-premise, as-a-service, or both.
- Drive business transformation with a modern, secure, digital infrastructure.
- Choose the platform that best meets your needs.

Presidio drives transformation by helping you modernize the foundation (infrastructure), redefine work (when, where, and how it's done), transform to digital, and secure everything.

Both Presidio and Cohesity have strategic alliances with industry-leading technology partners such as Cisco, Pure, HPE, and AWS.



READ MORE:

Case Study: Shumaker, Loop & Kendrick, LLP

Case Study: Valley Proteins, Inc.



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Take a Deeper Dive

Your business is too important to leave data management to anyone else. Begin your journey to next-gen data management with a deeper dive into the benefits of Cohesity by scheduling an appointment with us. Our team of highly skilled strategists and technical experts will help you assess the value of using Cohesity in your organization's environment.



RAPHAEL MEYEROWITZ

Engineering VP, Technology Solutions and Strategic Partnerships

With more than 15 years of experience in information technology, he has contributed significantly to technology-business goals for a number of companies. With a strong background in managing projects, people, and processes, he excels at identifying pain points and areas for improvement, creating the appropriate technology strategies, and driving implementation of solutions that yield outstanding results.

Sources:

1. Global Ransomware Damage Costs Predicted to Exceed \$265 Billion by 2031," [LINK](#).
2. "The State of Data Management Report: Data Management as a Service," Vanson Bourne, 11/18/2020.