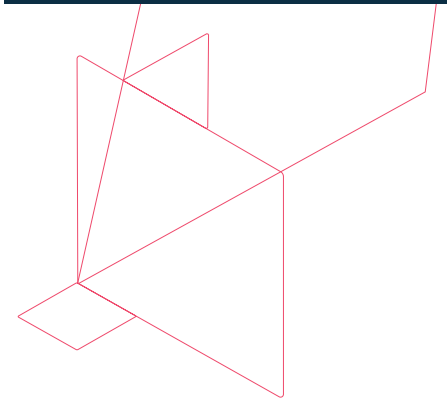**COMMVAULT®**

Why free cloud backup isn't enough for enterprise data

Your enterprise data is too valuable to backup with a free cloud tool. Native cloud backup tools like Microsoft Azure Backup or AWS Backup seem convenient and inexpensive, however a more comprehensive cloud data protection solution actually saves you time and effort.

When compared to free cloud backup tools, enterprise class data protection offers big advantages:
- Opportunities for cost control
- Fewer work hours
- Rapid recovery with granular control
- More compliance alignment
- Manageable long-term retention.

Should you use do-it-yourself tools for enterprise cloud backup? Probably not. You have SLAs to meet. Very specific RTO and RPO goals. Executive demands for reports. You need enterprise data protection that meets your unique criteria.

10 reasons why free cloud backup tools are not enough

1 You need to save budget on monthly cloud bills

- How much are you already spending on your monthly cloud bills? You can reduce cloud storage costs through deduplication and compression.
- Should you use separate tools for deduplication or compression? No way. Integrated deduplication and compression save you time and save you a ton of money in storage.

2 You don't have extra IT staff

- Everyone is busy. You need simplicity and consistency in managing cloud data backups.
- Take advantage of automation to run backups on a consistent schedule — no surprises. Simple tools like alerting notice if your backups don't work — and tell you what went wrong.
- You're too busy to spend time sifting through snapshots. Choose simplicity, ease of use, and automation with an enterprise grade data management platform.

3 You need to do more with less time, money, and effort

- Consider how much is on your plate — data migration, backup for diverse workloads, disaster recovery planning.
- Unified data protection technology can simplify your work — intelligently. Automation, customizable workflows, and alerts streamline your daily data projects.
- One comprehensive data protection platform can align backup, recovery, compliance, governance, search, and disaster recovery. Simplify with one tool, one dashboard to see your entire data estate.

4 You manage multiple clouds today — or you may have more tomorrow

- How many clouds are you using? Is another cloud coming your way soon? What if you could manage data protection across multiple clouds, on-premises, and hybrid environments in one platform?

- Get a single view of data protection across hybrid environments. You're too busy to manage backup in multiple interfaces. Just one single pane of glass will streamline your work.
- Use just one dashboard to protect your data estate. Clearly see backup and recovery status across your multi-cloud environment.

5 You need fast VM recovery at scale

- Ransomware recovery is a major restore. What's your cost of downtime? Time is money.
- Would you like 1 virtual machine restore at a time, or can you restore 100 virtual machines in parallel and in 1 hour? Do you know if that restored VM is the one you need? Can you validate that recovery worked — and in a usable format?

6 Your environment is more than cloud

- How many clouds do you use today? How many OS are in place across your diverse organization? Where can you view and monitor all of your data environments — on-premises, cloud, SaaS, and PaaS?
- You need a solution to manage the data in one place.

7 You need flexibility to move data between hypervisors

- Moving from one cloud or hypervisor to another involves data conversion. You need flexibility with simplicity.
- Can you move Azure workloads to AWS? VMware data to Oracle Cloud? Nutanix Acropolis to Azure? VMware to Google Cloud Platform?
- Make it easy to support a wide range of hypervisor conversions so you can use the hypervisors and clouds you need, where you need them.

8 You need regulatory compliance

- With data governance and regulatory compliance guidelines, you need to know and protect data.
- Only an enterprise data protection platform can help with compliance.

9 Your manager needs reports

- When your manager asks questions, be ready with answers. You need enterprise data protection with built in reporting.
- Quickly show how much data is in each cloud storage location. See the date when backups were last touched — and who was responsible.

10 You want to control when backups run

- Run backups on your schedule. Decide when you want to use infrastructure – and when it wouldn't be a good idea.
- Choose an enterprise data protection solution that lets you schedule backups for specific times, and automate that scheduling. Choose a system that automatically adjusts to meet your target outcomes. Opt to use auto scaling and cloud power management for even more control and cost savings.

Ready to find out the real story on cloud data protection? It can be affordable, fast, and simple to add enterprise data protection to your cloud strategy. To learn more, visit **www.commvault.com/cloud-data-management ›**

COMMVAULT®
Be ready™