



# Boosting Data Resilience and Compliance in Hybrid Cloud:

Leveraging Modern Data Platforms, Data Protection, and Archiving Capabilities

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# Capabilities of a Digital Enterprise

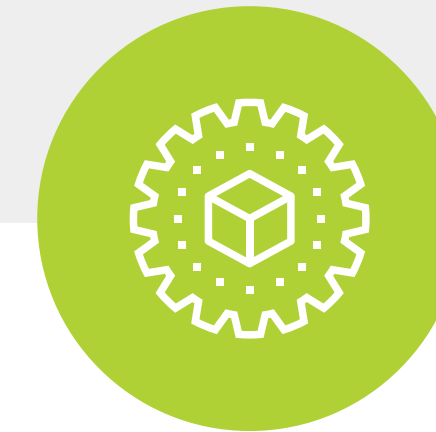
Welcome to the digital economy

“  
IDC predicts that by 2022 **65%** of GDP will come from services and products of digitally transformed organizations.  
”

“  
**By 2023**, up to a quarter of Fortune 500 companies will become **software producers**.  
”



**Modern application delivery**



**Modern business automation**

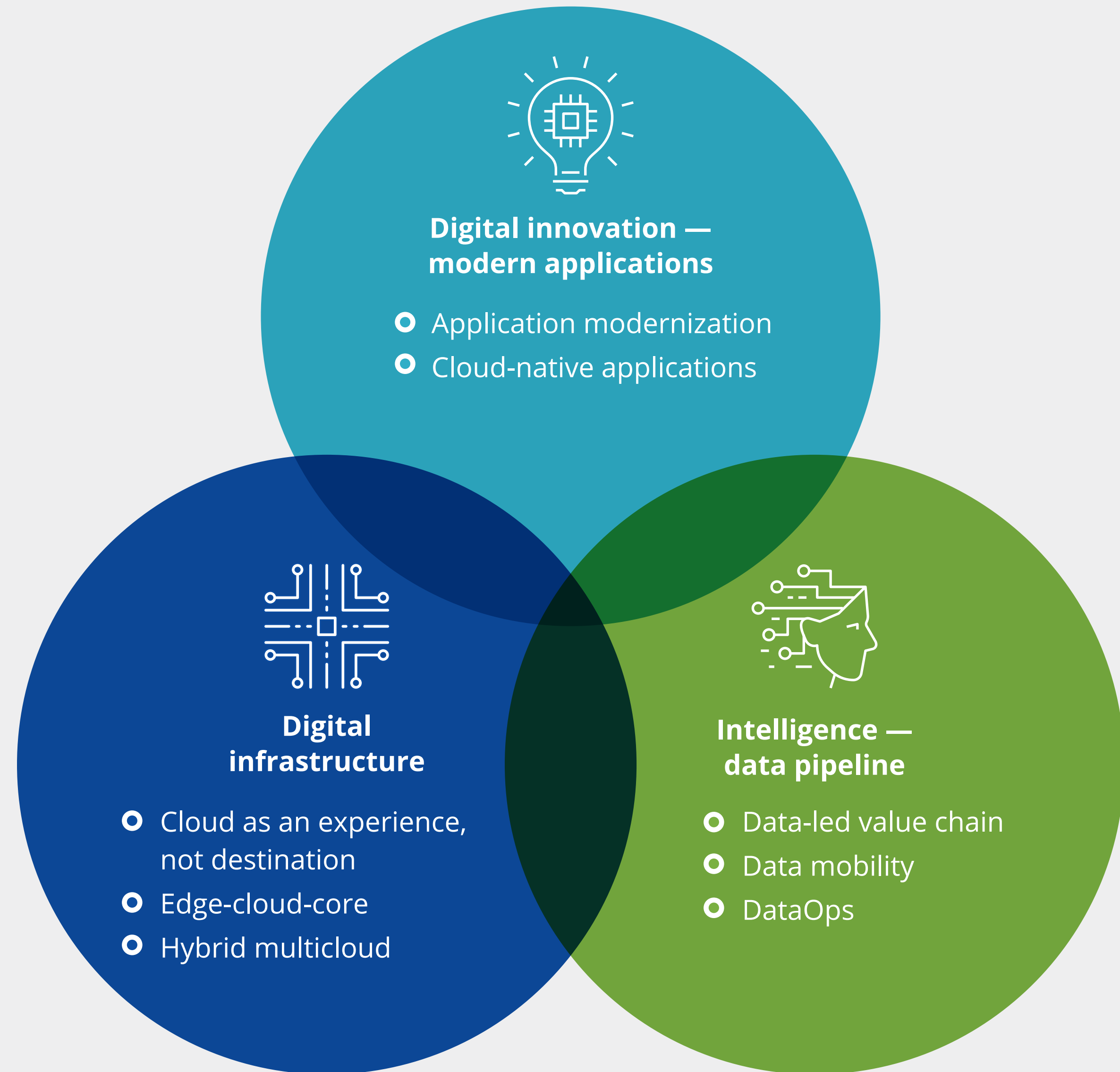


**Modern data-driven business**

**DATA SERVICES AND INFRASTRUCTURE**

Data is becoming the currency of a digital business. **In the next four or five years, nearly 80% of enterprises confirm that becoming an “intelligent organization” is a top business consideration.**

# Digital Enterprise Capabilities Are Powered by Cloud-Centric Infrastructure, Container Platforms, and Modern Data Programs

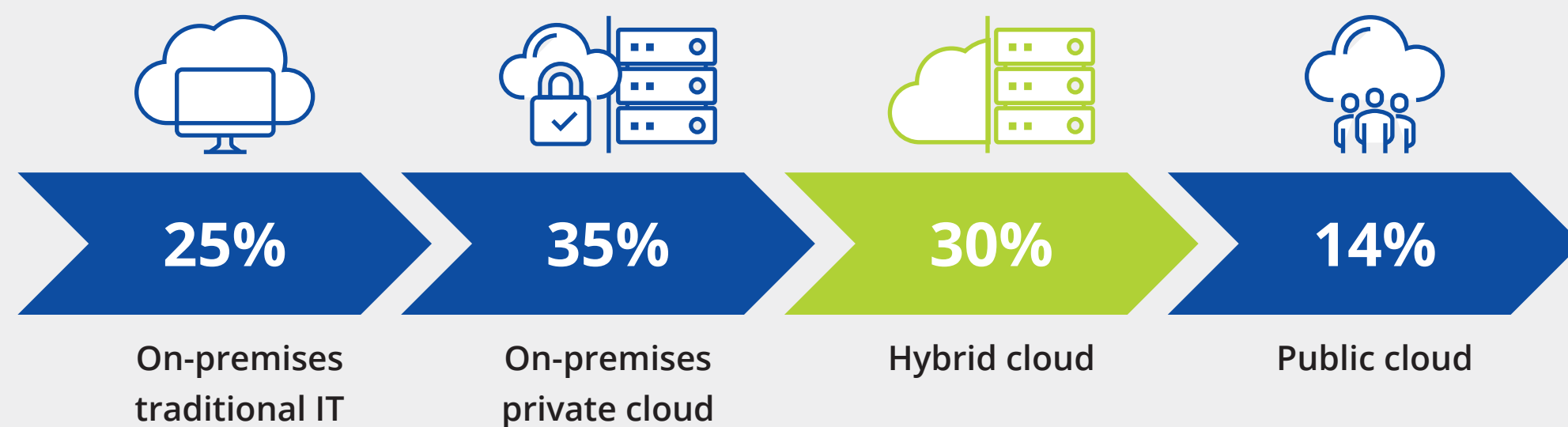


# Data Sprawl Is Increasing with Growing Footprint of On-Premises, Hybrid Cloud, and Container Environments

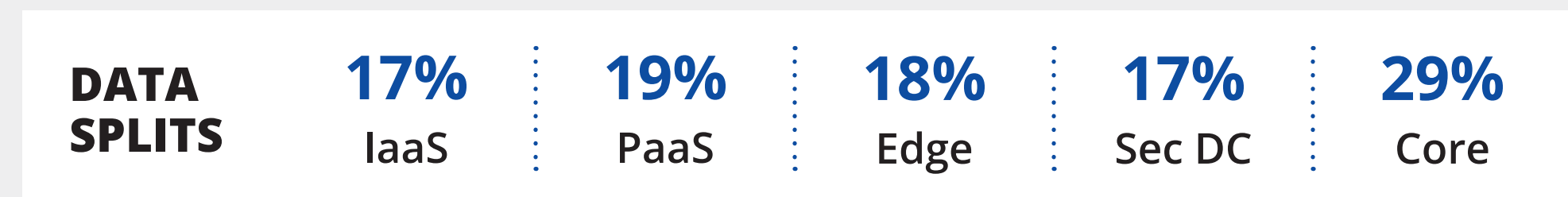
This Represents a New Paradigm for Data Management

**85%** of organizations already operate in hybrid cloud environments with on premises being a dominant location for data.

Where do business applications run today?



As a result, data is distributed across core, edge, cloud, and secondary sites, increasing vulnerabilities and complexities.



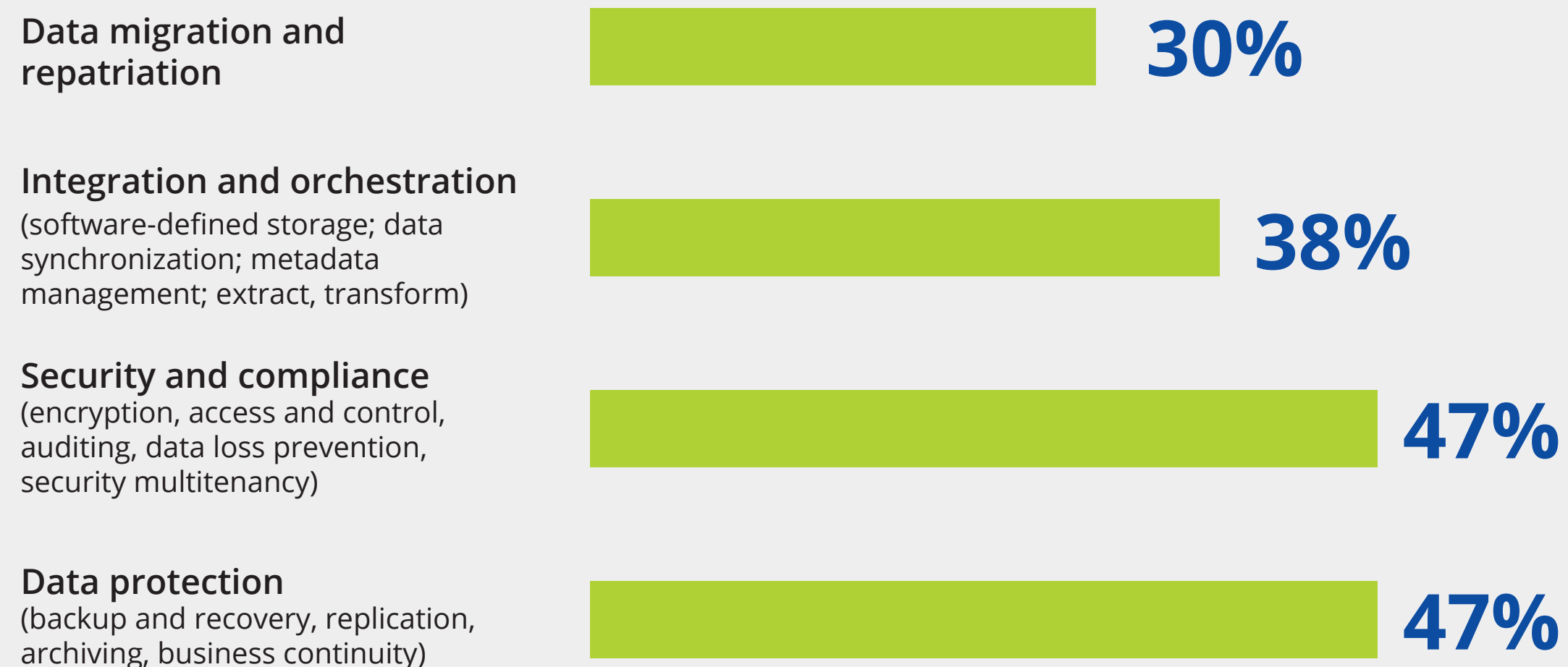
“**46%** of enterprises use **hyperconverged infrastructure (HCI)** with **13%** using it in an **“extensive way.”**”

“By 2022, **65% of midsize and large European organizations** expect to have integrated programs in place across parts of their businesses to **build and deploy with microservices and containers.**”

# Data Management Challenges in Heterogeneous Infrastructure Remain, Despite Growing Spend

**64%** of large organizations spend more than 10% of IT budgets on data protection, compared with **just 17%** of organizations in 2019.

## Top data services challenges



● % of respondents

## Top modern workload challenges



To thrive in the next normal, **in 2021, data security and protection is the second highest agenda item** that organizations will increase spending on, next only to remote and digital workspace.

# Legacy Data Protection, Inflexible Infrastructure, Rising Costs, and Cyber Risks Are Becoming Major Hurdles



## Data growth:

On average, business data is growing 50% YoY.



## Data loss, corruption, or accidental deletion:

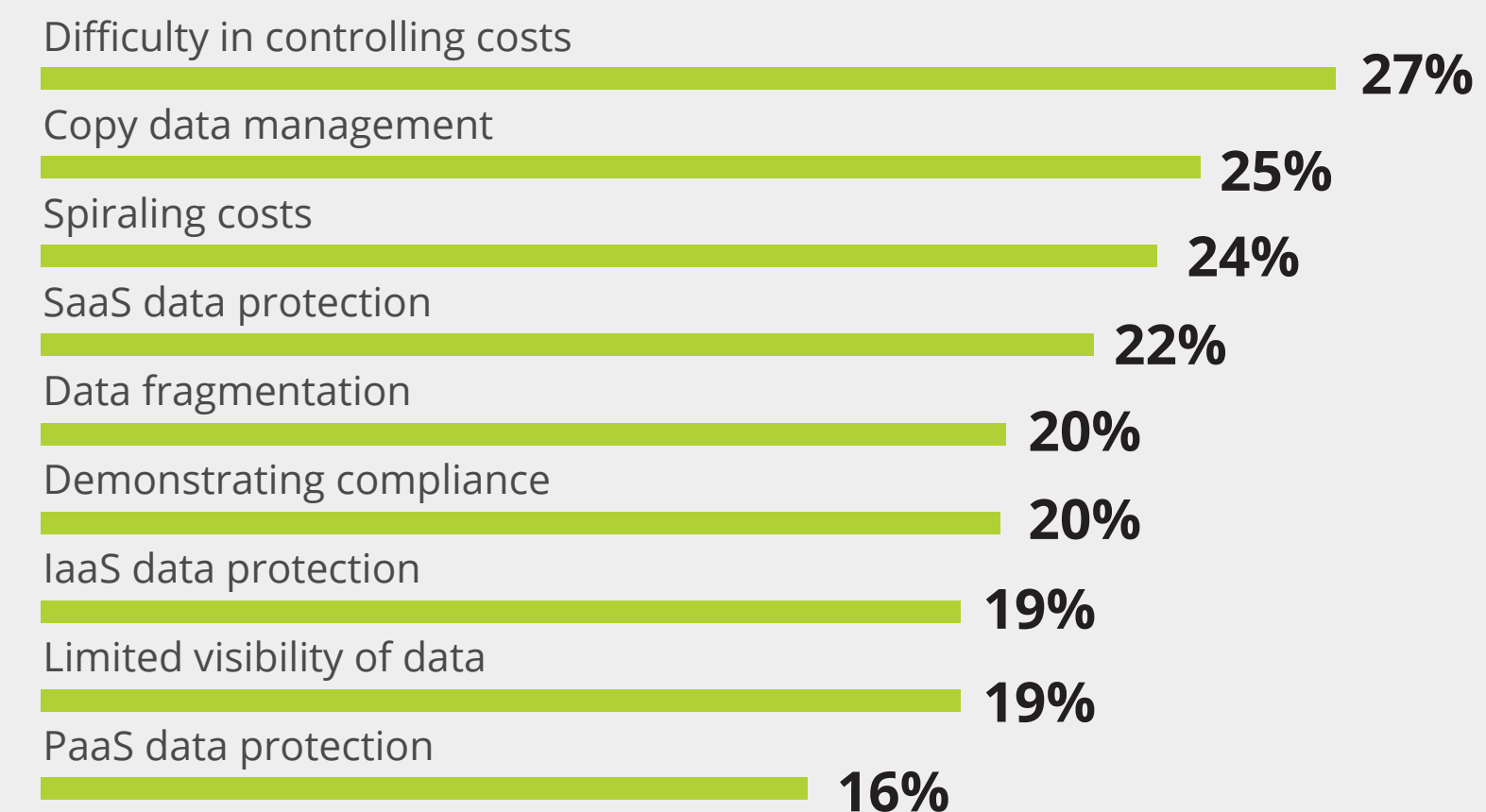
- Almost half (49%) of organizations have suffered an unrecoverable data event in the past three years.
- Data loss/leakage is the number 1 priority for 47% of organizations.
- Data privacy, compliance monitoring, governance, endpoint, and cloud security are among the top 10 data management considerations.



## Manual processes:

Manual processes are the biggest bottleneck for 60% of European organizations looking to innovate through data and applications.

## Most challenging areas for data protection for organizations

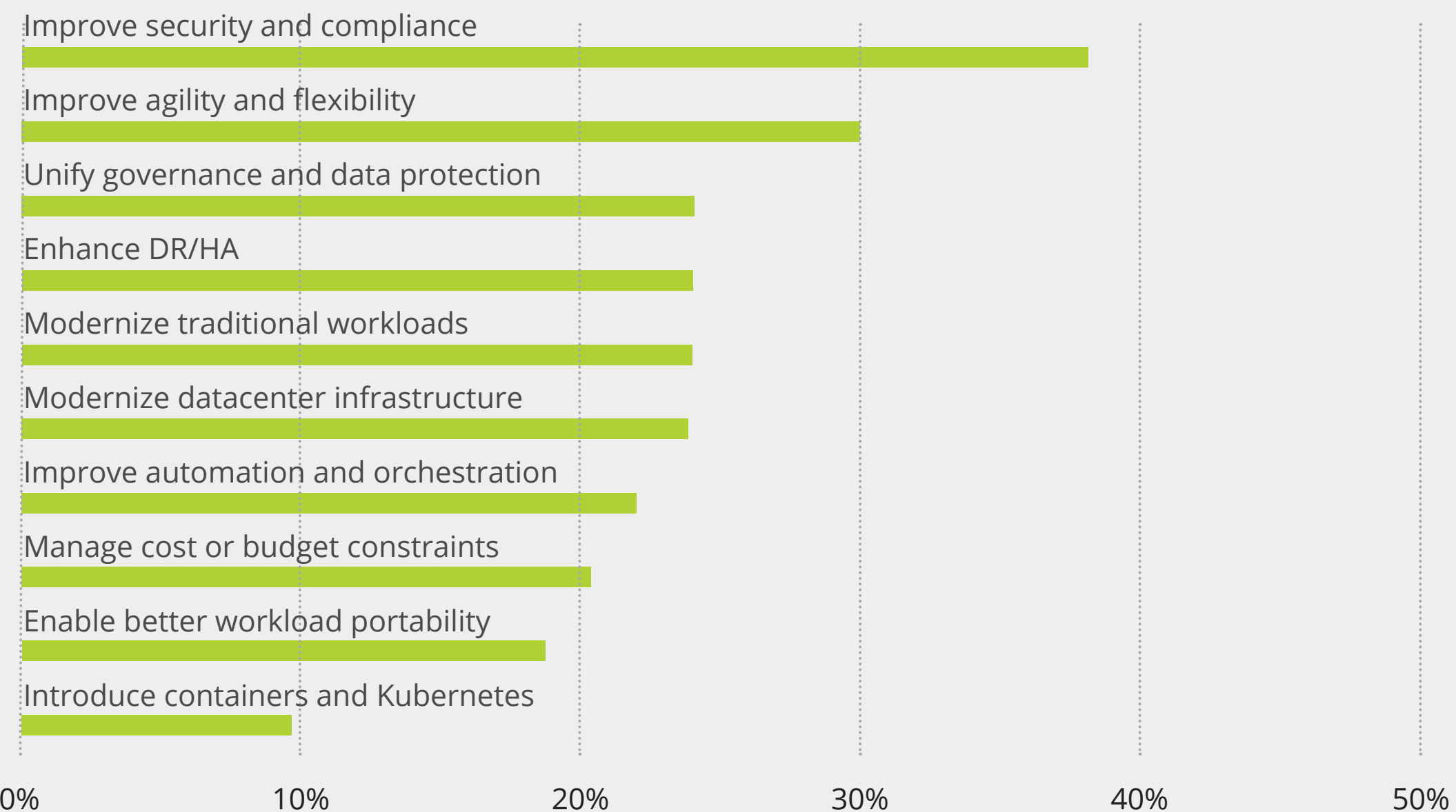


**53%** see **digital trust programs** (investments in security, privacy, and compliance technologies to improve the organization's risk posture) as a **priority over the next two years** to ensure the long-term resilience and success of the business.

**42%** say **enabling automation in data protection and management** is one of the most significant ways to ensure **recovery from the economic impact of the pandemic**.

# Urgent Need to Transform Data Management Strategies End to End Is Rising Up the C-Suite Agenda

## Key priorities for 2021



By 2023, **50% of organizations will adopt a “data supermarket” strategy to unify data storage, access, and governance** capabilities to deliver a **consistent data experience and maximize the value of data.**

Through 2023, all enterprises will **struggle with app modernization and data integration across cloud silos; 20% will adopt connected cloud architectures** to overcome these concerns.



Data silos exist everywhere as business data is spread across different locations, in different formats, in different business units, and even with different management and governance policies requiring each repository to be managed separately as a silo.

**Did you know: only 32% of data available to enterprises is put to work, while the remaining 68% is untapped?**

The top 5 barriers to putting data to work are:

- 1 Making collected data usable
- 2 Managing the storage of collected data
- 3 Ensuring that the needed data is collected
- 4 Ensuring the security of collected data
- 5 Making the different silos of collected data available

**Implementing a unified data management architecture is the next imperative to protect ALL workloads and IT modernization strategies.**

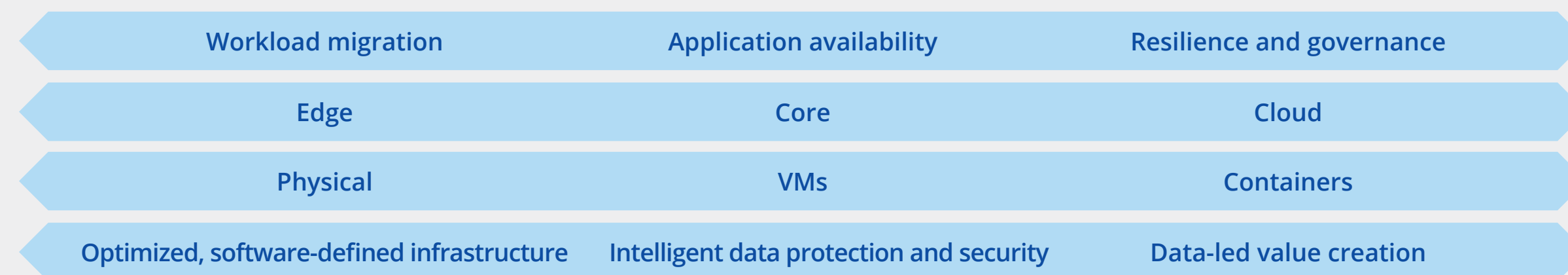


# Evolving Data Protection Strategies and Technologies to Make it Relevant for Modern Data Needs Is an Imperative

Protect and Secure Centers of Data in Any Infrastructure Rather Than Just Protecting Datacenters



Data protection is paramount but needs to be adapted for the modern world — ensure that data protection and management strategies cover:



## ARE YOU READY?

By 2023, a mandate for uncompromising data integrity, security, governance, and trust will lead 80% of enterprises to create a single, companywide data management strategy to break down all data silos.



# Turn Vision into Execution by Transforming Data Management Architecture End to End

This Approach Eliminates Complexities, Unifies and Centralizes Data Management, and Boosts Data Resilience and Compliance Capabilities



## Data infrastructure

- Smart data collection
- Software-defined, flexible, future-ready storage infrastructure
- Capacity optimization
- Cloud and edge integration
- Flexible consumption models
- High scale
- Automated infrastructure management
- Primary and secondary storage tiers
- Next-gen tape solutions (for ransomware resilience, immutability, and long-term retention)
- Data services such as HA, snapshot, deduplication, replication, and encryption



## Data protection and expanded data services

- Unified protection (backup, recovery, availability) for hybrid cloud, core, and edge
- Automated, intelligent policy engine
- Archiving software
- Eliminate data silos
- Ransomware readiness (anomaly detection, system hardening)
- Automated policy-driven data retention
- Container data services
- Compatibility with multiple data sources, operating systems, and infrastructure targets
- Flexible deployment model



## Data-driven value creation

- Data monetization (analytics, insights, compliance control)
- Ensure 2-way data mobility in hybrid multicloud
- Data classification for data placement
- Data-driven customer experiences
- AI/ML-driven products and services strategies
- Data sharing principles across ecosystems
- New data products
- Revenues from data services; data bundling

**Capitalize on preexisting integration, ecosystem, and synergies for one ecosystem for the entire data life cycle across hybrid multicloud environments.**

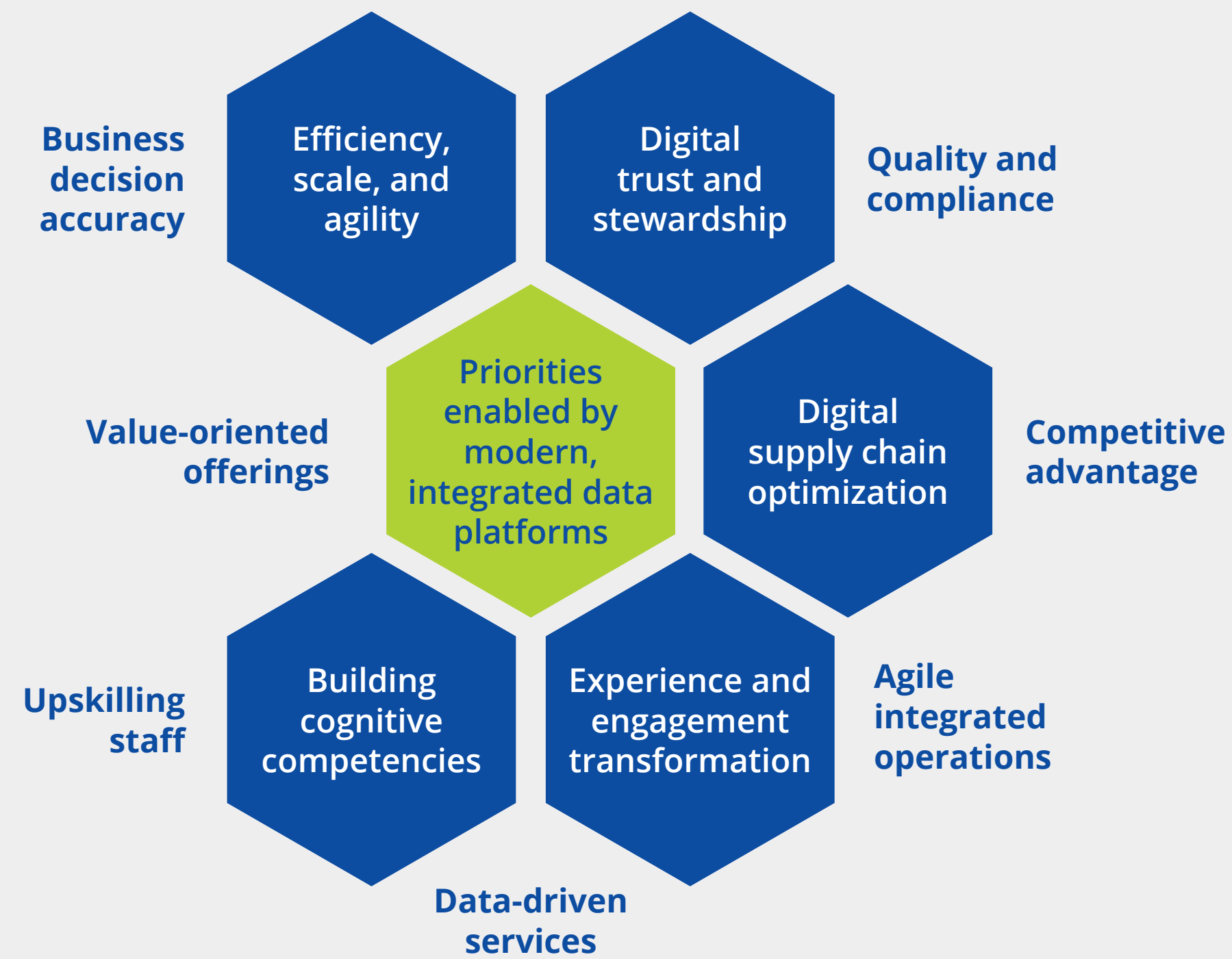
### Benefits and business outcomes

- Ransomware readiness
- Cost optimization
- Application and data availability
- Application-aware data management for granular recovery
- Compliance robustness, reporting, and regulatory readiness
- Fast and granular recovery
- Speedy discovery
- Insights for operational efficiency, data classification
- Next-gen foundation to support data strategies
- Ensuring data integrity

The EMEA data replication and protection software market was worth \$2.68 billion in 2020 and will grow at 3.1% CAGR to 2024 to reach \$3 billion.

# Take Advantage of End-to-End Data Management Architecture to Fuel Data-Driven Strategies and Digital Transformation and Thrive in the Digital Economy

## Long-term business priorities driven by data



## Top 6 objectives sought from data-driven capabilities

- 1 Being data-ready for analysis at a faster rate
- 2 Fulfill compliance obligations
- 3 Access to additional and more granular data
- 4 More prescriptive analytics as recommendations and actions
- 5 Ability to assess and classify data to determine what data is critical
- 6 Ability to show ROI

# Make Modern Data Infrastructure and Data Management Your Competitive Advantage


Software development


Connect workforce, operations, and partners



Business resilience



Customer experience


## Top Business Priorities

## Leading IT Strategic Focus Areas


Accelerated hybrid cloud adoption


Resilience and risk management


Remote working


Real-time automation

**Organizations that adapted quickly to the crisis are reigniting their businesses for the future with focus on revenues, innovation, efficiency, and profits**



**Technology spend is focused on innovation than keeping the lights on**

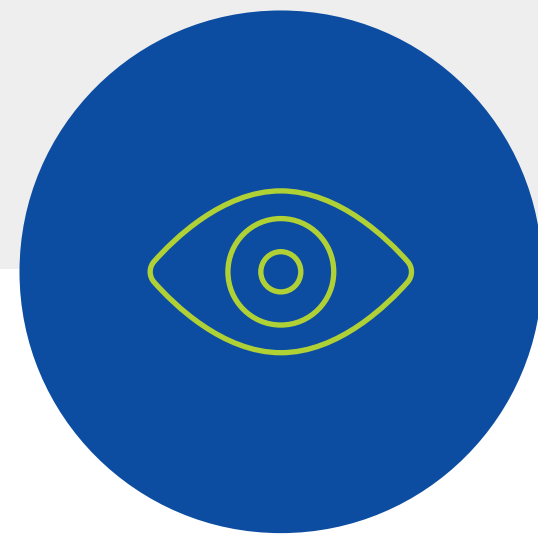
Considering your company's 2021 technology spending plans, what % will go to the following priorities – Maintaining IT; Sustaining planned modernization; Shifting budget to new needs in the new normal; adding new budget for new initiatives to become more competitive



# Call to Action: Reset Today for What Matters the Most — Data Protection, Compliance, and Resilience



Leverage modern solutions for cost efficiency and automation across storage, backup, archiving, and governance



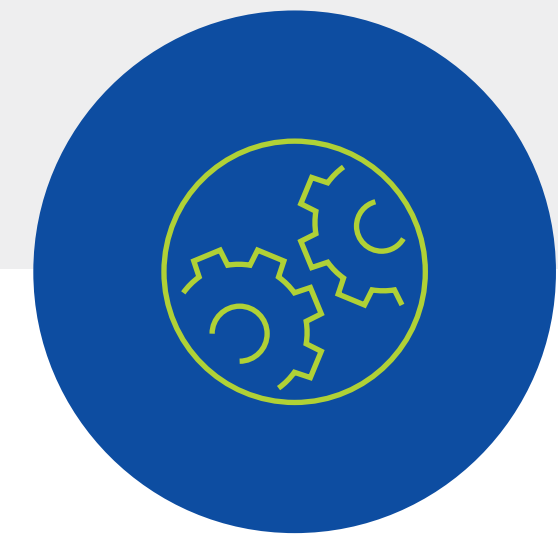
Improve visibility, classification, and insights from data



Identify the gaps in risk, security, and compliance programs and processes, and address as an urgent priority



Consider all aspects including metadata management, data discovery and cataloging, data mobility, data protection, governance, and manual processes and skills



Lay the foundation for modern data management to eliminate silos and complexities

# About

**FUJITSU**

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As outlined in this IDC InfoBrief, organizations are faced with rampant data growth and cost, complex infrastructures, compliance regulations, and the increasing risk of data loss. Data is at the core of intelligent organizations, and their successful digital transformation relies on their ability to develop a unified data management and protection architecture.

The collaboration with Veritas extends Fujitsu's vendor- and platform-agnostic Data-Driven Transformation Strategy (DDTS) to optimize and monetize organizations' data assets.

Fujitsu's datacenter offerings, such as PRIMERGY servers, PRIMEFLEX Integrated Systems, and ETERNUS storage, together with the Veritas Enterprise Data Services Platform, boost resilience, compliance, and protection of data residing on premises and in the cloud. The joint ecosystem helps customers to reduce costs, increase efficiency and productivity, and meet compliance requirements.

**VERITAS™**

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As highlighted in this IDC InfoBrief, enterprises are looking to gain control of their data to help them manage its growth, reduce the impact of ransomware, and prove compliance for on-premises and cloud environments. Businesses everywhere are embracing a hybrid/multicloud strategy knowing that it can deliver huge benefits but at the same time also introduce complexity and risk if they're not properly protected or if they are unable to meet the demands of today's always-on enterprise. Through Fujitsu's Data-Driven Transformation Strategy and Veritas' approach to reduce and abstract IT complexity with the Veritas Enterprise Data Services Platform, enterprises can achieve the required outcomes of always-on applications, always-recoverable data, and always-optimizing insights, while lowering the total cost of ownership as a result.

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