Barracuda Backup

Cloud-Integrated Complete Data Protection for Physical, Virtual, and SaaS Environments

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Tallinn 2019

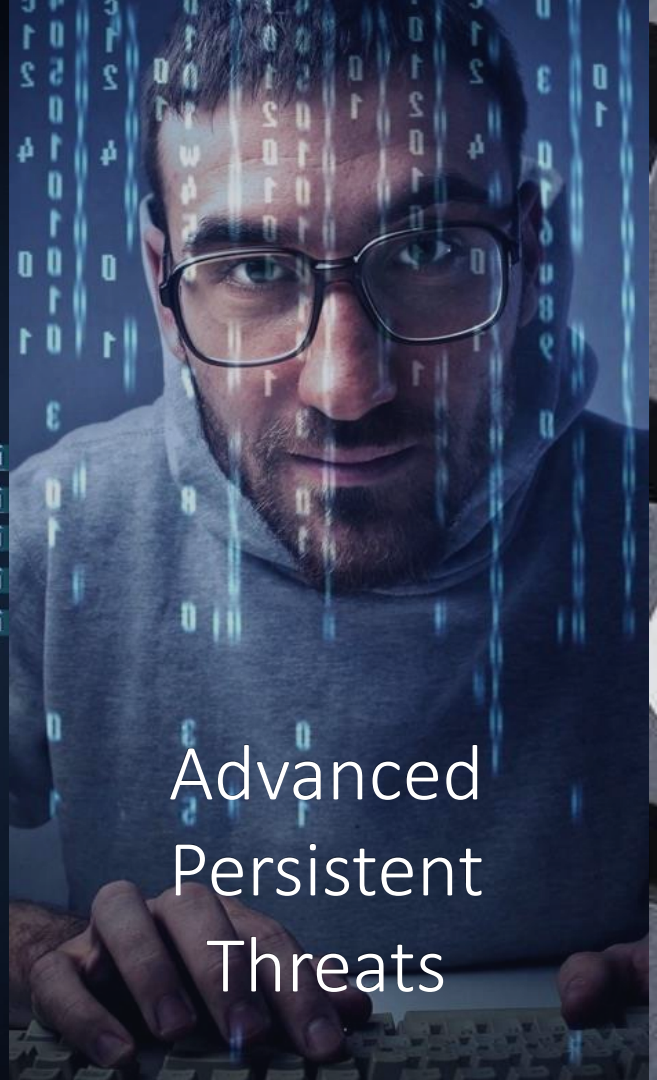
Barracuda

Your journey, secured.

Data is Everywhere

Hybrid Environments

Data Corruption



Advanced Persistent Threats

Human Error

Access and Restore

Data loss is (still) a real problem

80% of all workloads still run on-premise

58% of ransomware victims were categorized as small businesses*

29% of IT professionals said that their business lost data due to human error

32% of companies surveyed lost data from the cloud**

- 47% were due to end-users deleting information
- 17% were users overwriting data

Sources:

*2018 Verizon Data Breach Report

** CIO.com.au

Protecting customers' on-prem environments

- Protecting **297,000 servers** worldwide
- Creating **5.6 million** backups a month (2.13 backups/sec)
- Replicating **395 terabytes** of data every day (1TB= over 3m books)
- Storing **84.5** petabytes of customer data
  (1PB= over 4k photos/day over your entire life or 20m drawer filling cabinets filled with text)
- Over **36,462** active backup appliances deployed
- Worldwide unit volume leader **26 quarters** in a row

BBS Customer Profile

Who is our customer – typical BBS use case

IT Jack-of-all-trades, IT Specialist with limited resources at a company with less than 1000 employees.

What does their environment look like:

- Hybrid: physical and virtual servers, with VMware or Hyper-V
- Microsoft Windows, Exchange, and SQL, Linux and Mac
- Single Site or Multi-site with less than 50 TB of data per site

Problem that they are trying to solve:

- Manage backups from anywhere
- Protect data no matter the source
- Want to restore data quickly
- Want a secondary copy of their backup data i.e. replicate to cloud

Q. Which of these does Barracuda Backup protect?

vmware

Linux

Microsoft
Windows Server

mac
OS

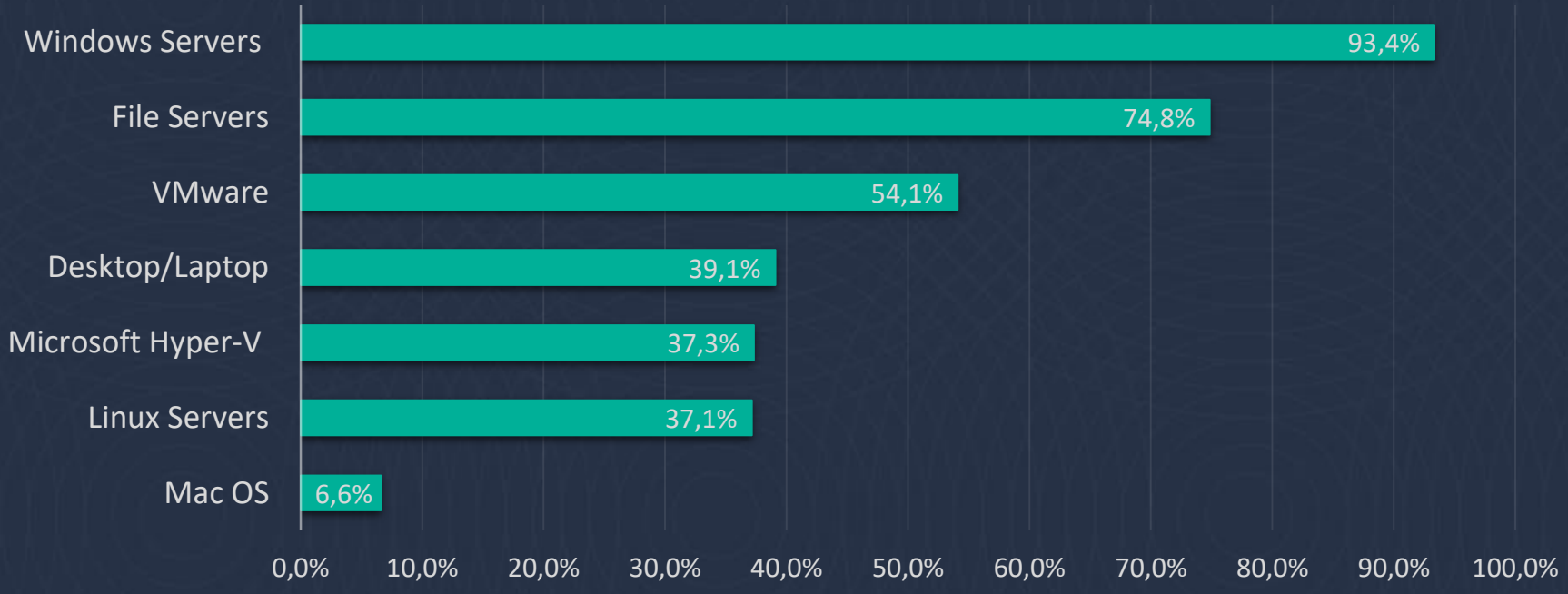
File Servers

Microsoft
Hyper-V

Laptops / Desktops

Barracuda Backup protects ‘em all…

Q: *What sources do you need to protect?*



Source: 2019 World Backup Day Survey

Barracuda Backup
Replication

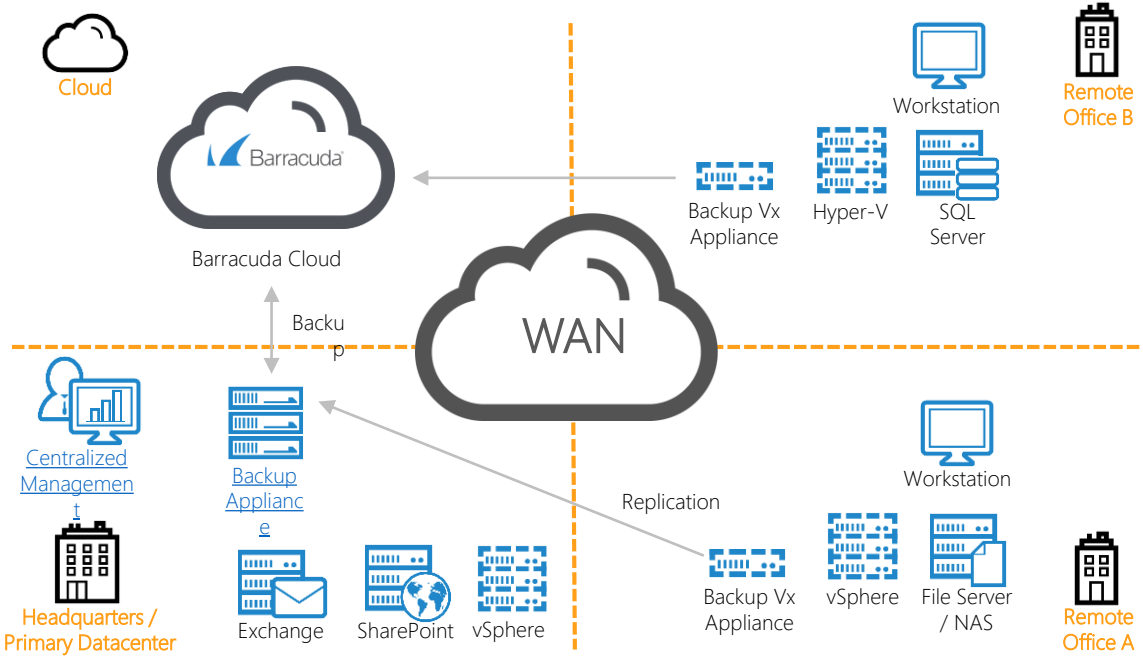
Replication

Solution Overview

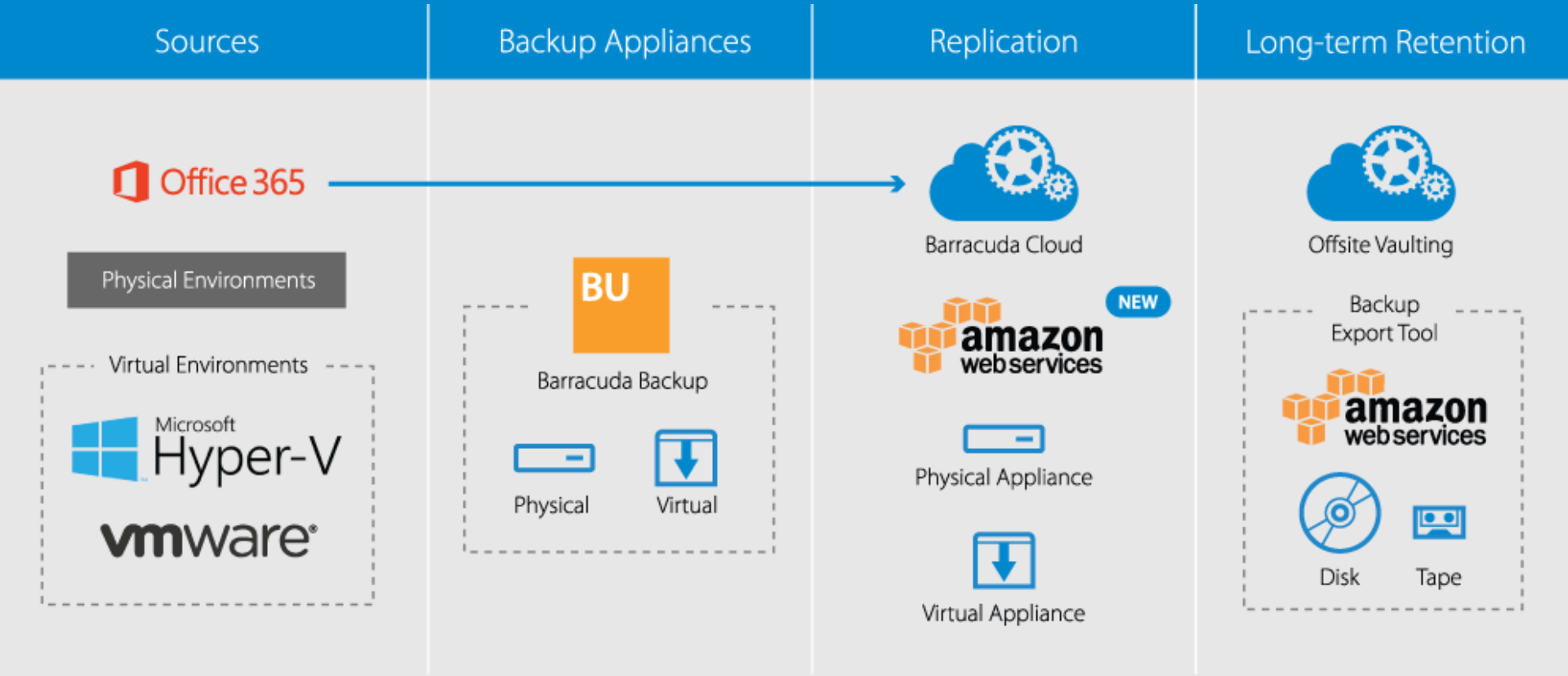
NEW

Replication

- Barracuda replication technology allows organizations to securely send data to the Barracuda Cloud, another backup appliance
- When replication is active, the process of replicating data begins immediately after data is written to disk on a Barracuda Backup appliance & runs continuously
- With Barracuda's replication technologies, organizations can be assured their data is transmitted & stored using 256-bit AES encryption
- Barracuda operates multiple cloud datacentres around the world, located in California, Michigan, Toronto, Reading, Frankfurt, Tokyo & Sydney



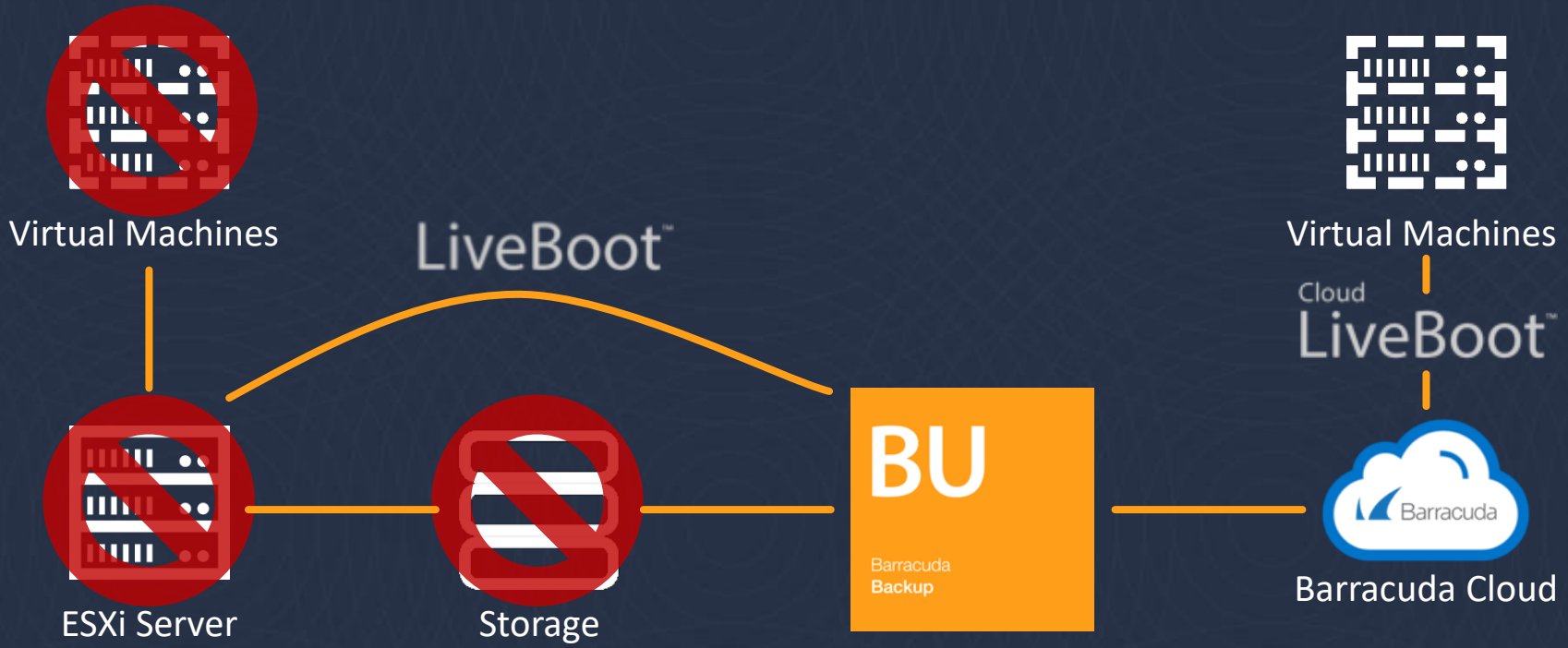
Designed for the Cloud



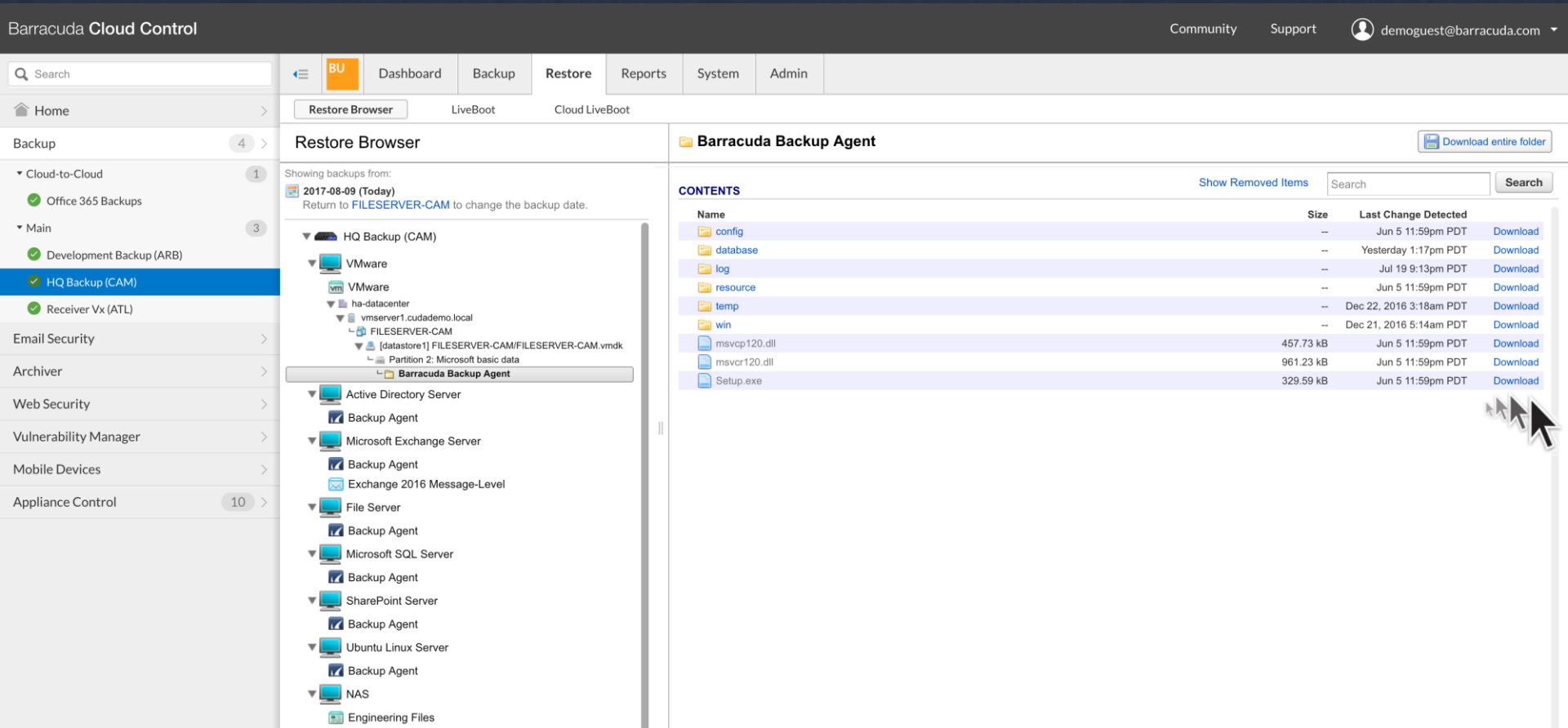
Barracuda Backup

Rapid Recovery

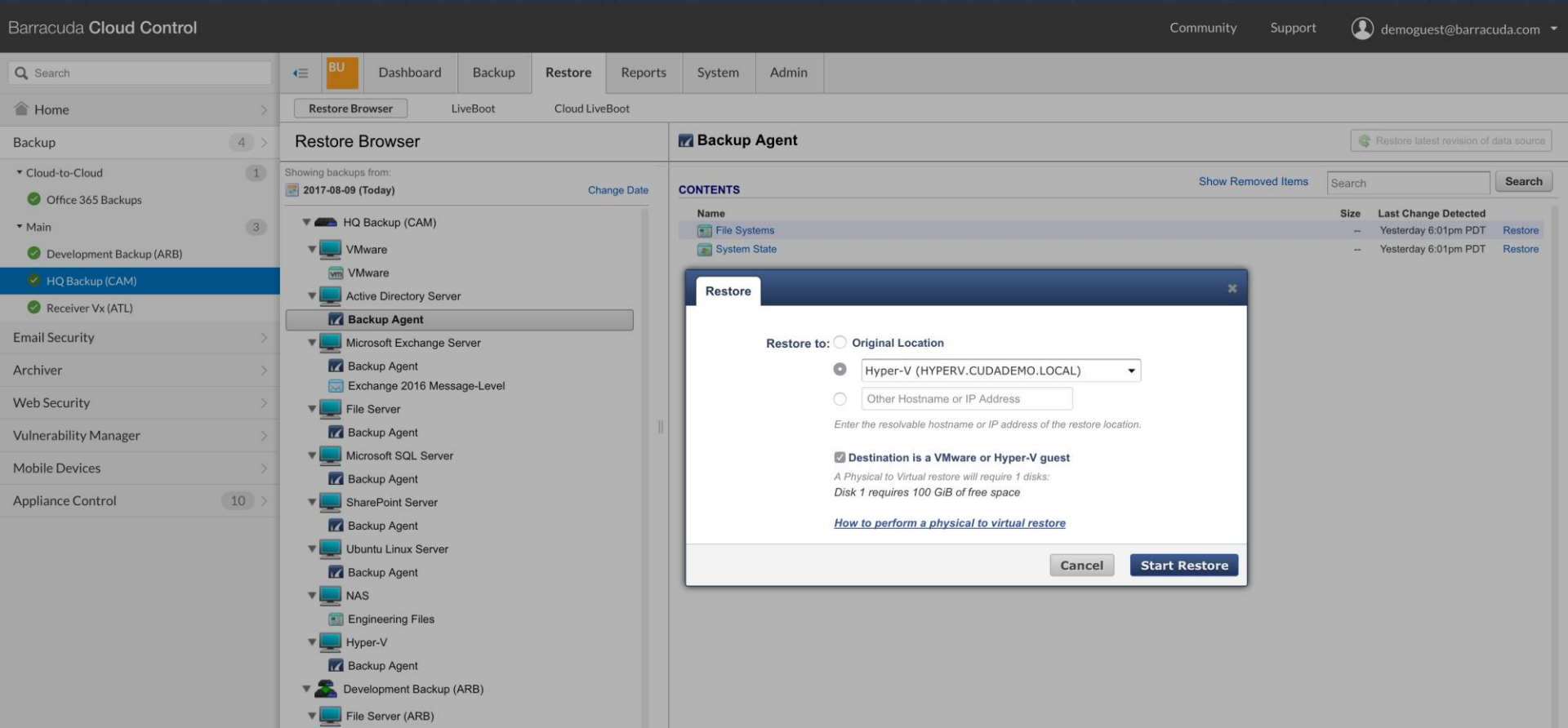
LiveBoot Rapid Recovery



LiveBrowse Granular Restore



Physical-to-Virtual (P2V) Restore

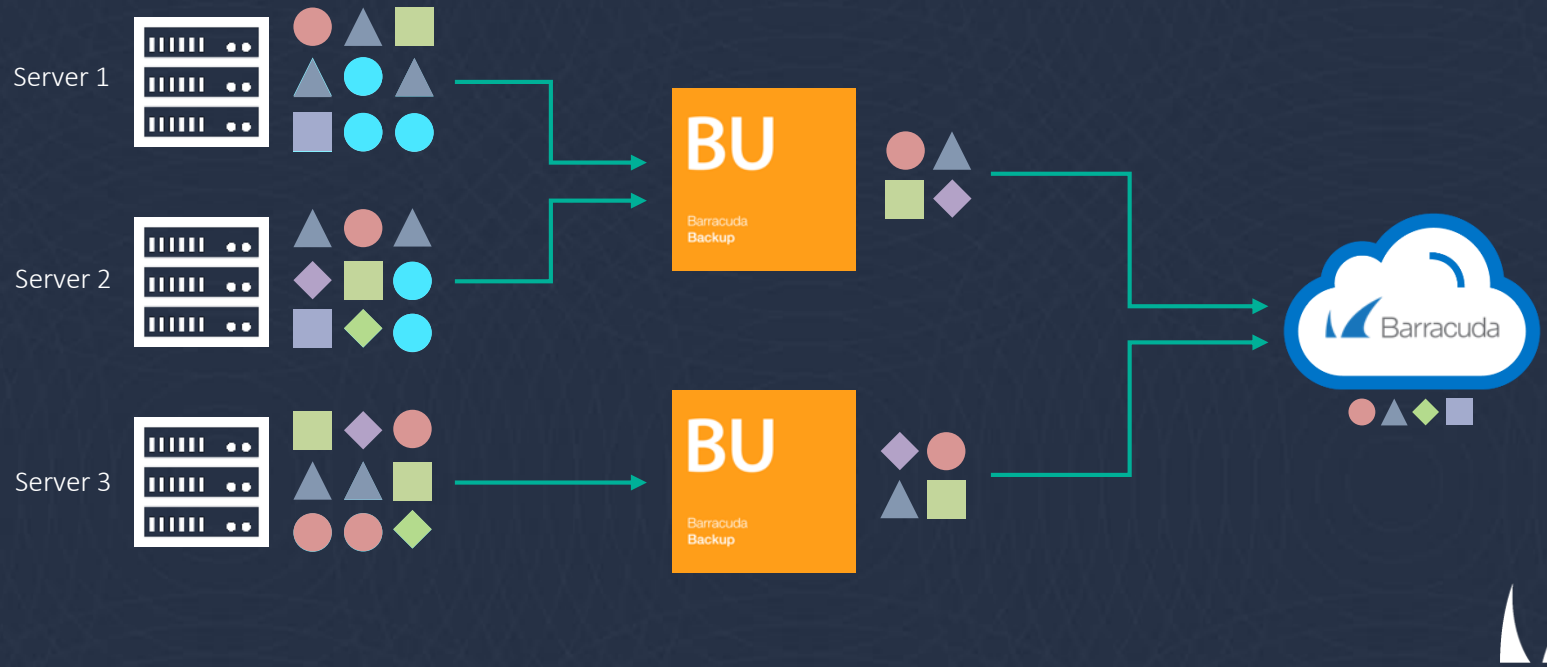


Barracuda Backup

Storage Efficiency

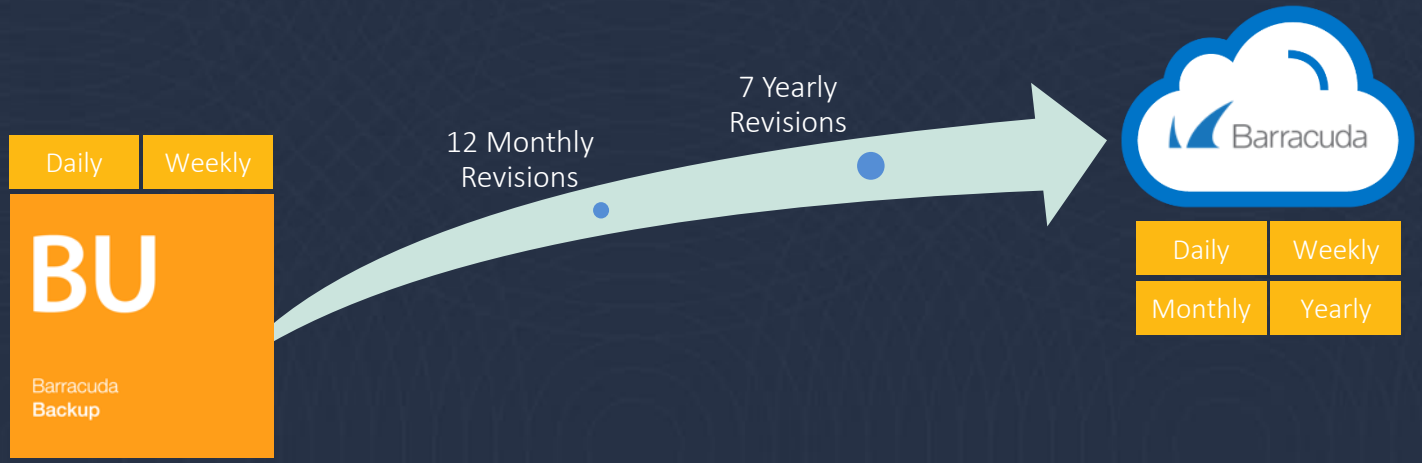
Inline Deduplication

Up to 50X storage and bandwidth savings



Offsite Vaulting

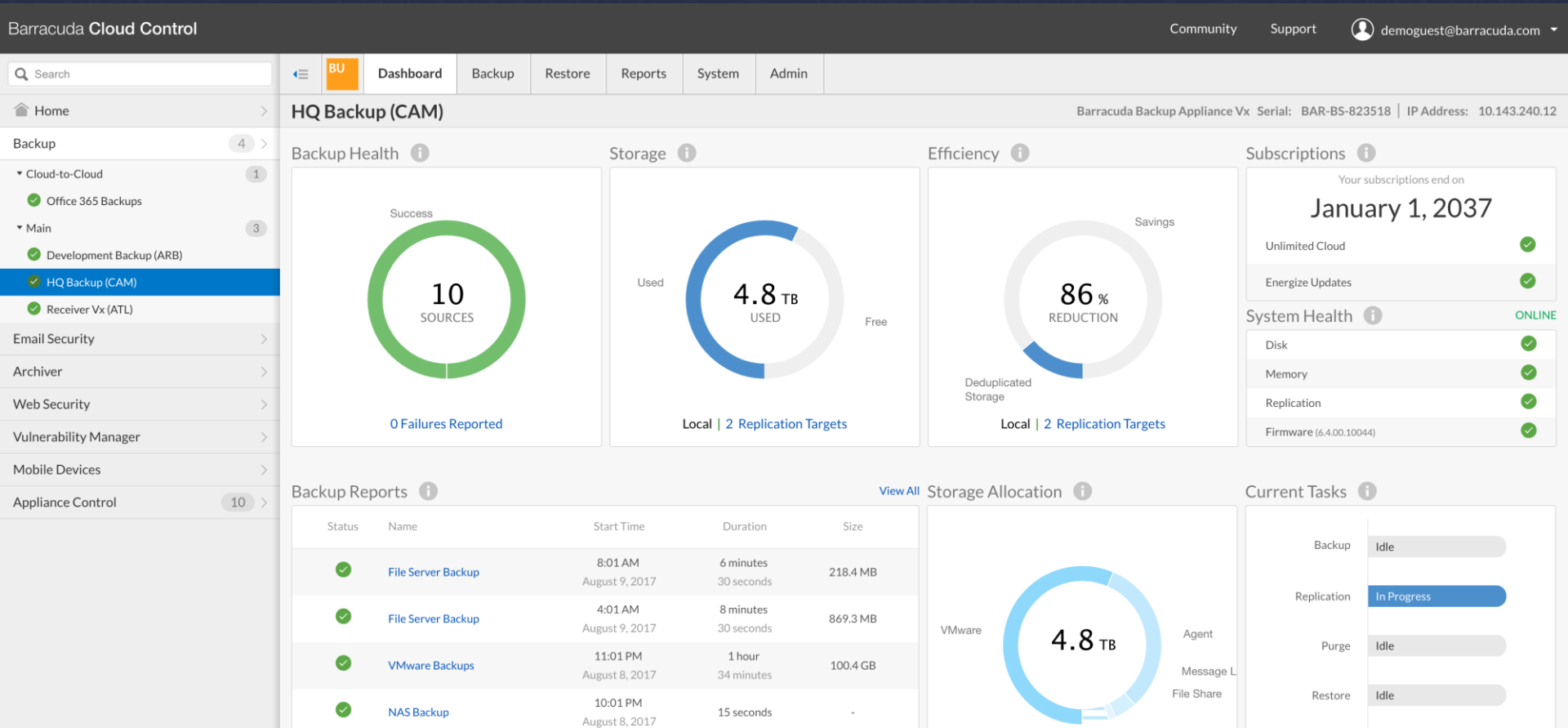
Free up valuable storage on local appliances



Barracuda Backup

Simplicity

Easy to Manage



Physical Appliances

	190	290	390	490	690	790	890	895	990	995	1090
Usable Capacity	1 TB	2 TB	4 TB	6 TB	12 TB	18 TB	24 TB	36 TB	48 TB	80 TB	112 TB
Recommended Environment	500 GB	1 TB	2 TB	3 TB	6 TB	9 TB	12 TB	18 TB	24 TB	40 TB	56 TB

Encrypted Physical Appliances

	6090	8090	9090	10090
Usable Capacity	12 TB	24 TB	48 TB	96 TB
Recommended Environment	6 TB	12 TB	24 TB	48 TB

Virtual Appliances

Vx

- Backup software solution
- Scalable for growing environments
- Leverage existing underutilized storage and compute infrastructures
- 1:1 Remote replication included

Instant Replacement

- Next business day hardware replacement
- Complimentary 4th year appliance refresh
- Disaster recovery service preloads most recent data onto replacement for emergency restores
- Gets you back up and running fast

Appliance Refresh

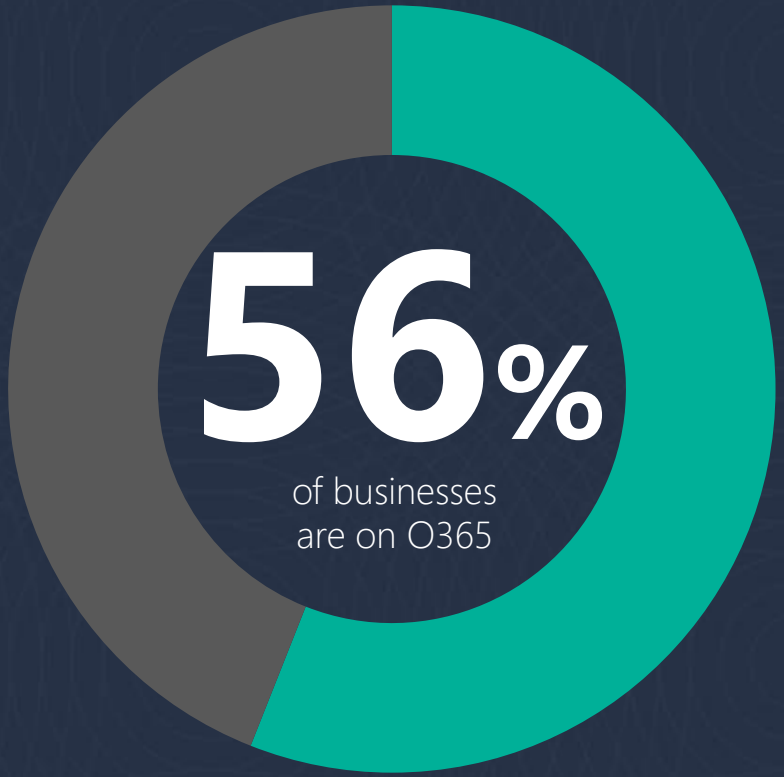
Stay on the latest platform at no additional cost

“Our organization has decided to use Barracuda Backup and we couldn’t be any happier with our decision…We can rest easy knowing our data is safe and secure.”

--Gartner Peer Insights, February 8, 2019

Cloud to Cloud Backup

Office 365 adoption has taken off



Adoption of Office 365 is growing at **55% YoY**

Source: Cloud Adoption 2018 War, Bitglass

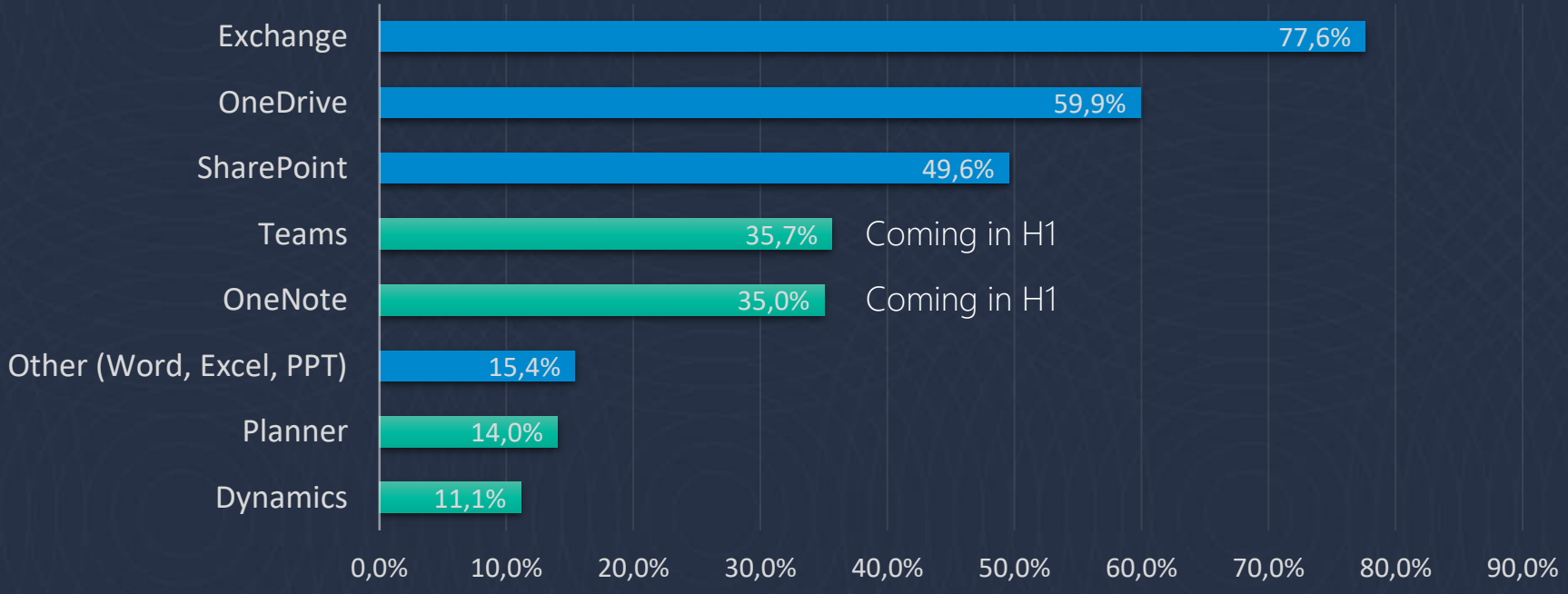
Protecting Office 365

- Over **9,343** active CCB customers worldwide
- Protecting **2,100,000** mailboxes globally
- Running **1,062,133** backups a month (WW)
- Storing over **13.06** petabytes for our customers (WW)
- **2,516** restores per month

Which O365 applications do customers want to protect?

Survey says…

Q: *Which O365 applications do customers want to protect?*

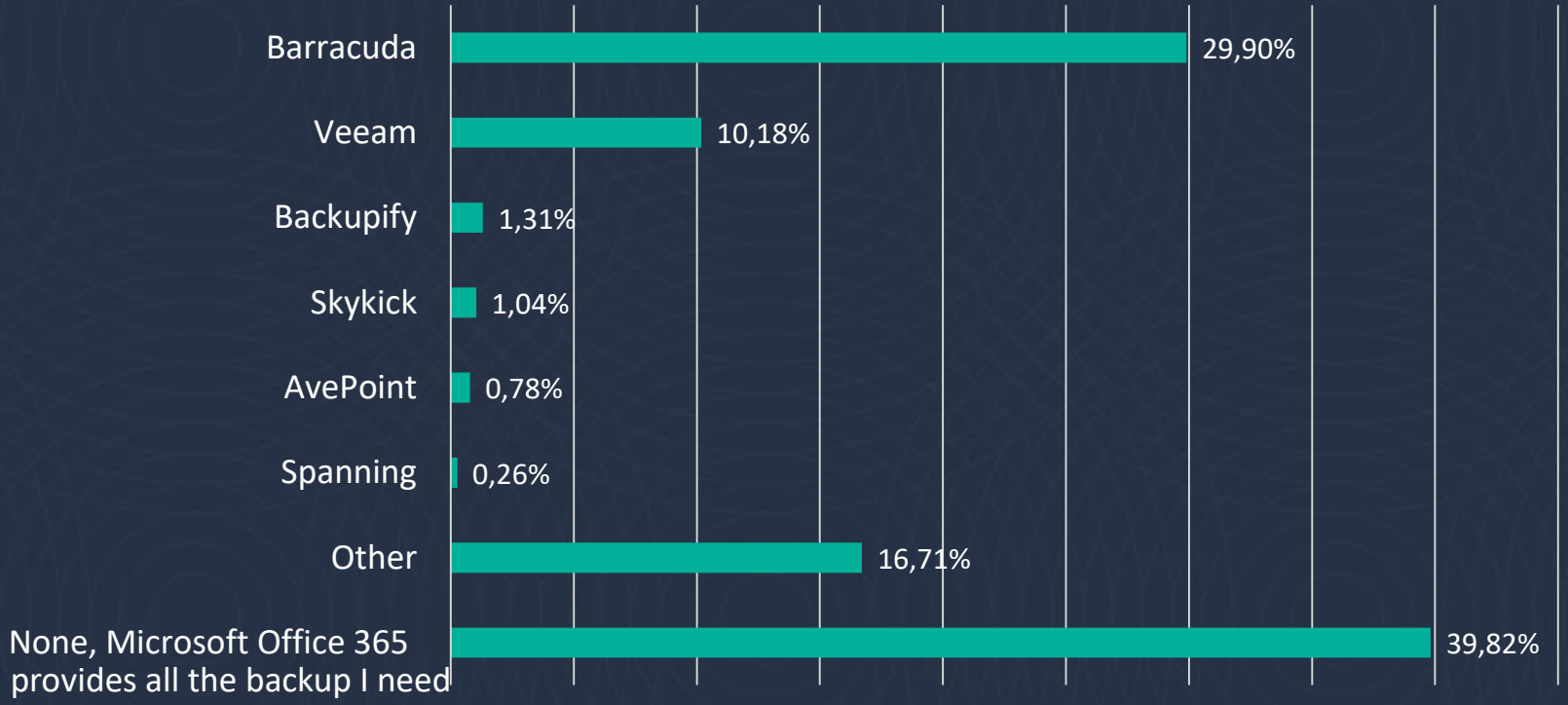


Source: 2019 World Backup Day Survey

What solutions are customers using to backup O365?

Survey says....

Q: *What solution are you using to backup Office 365?*



Source: 2019 World Backup Day Survey

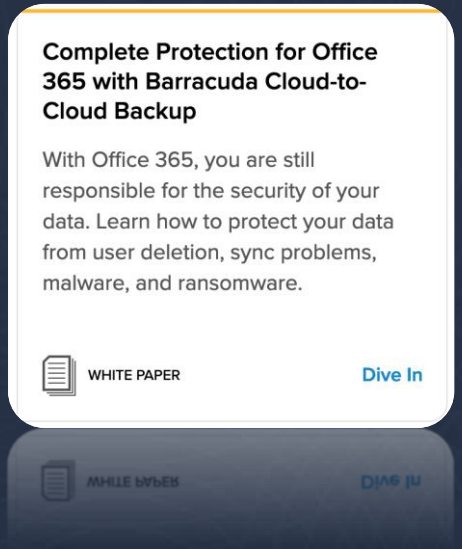
Key reasons customers want data protection for Office 365

delete

Why Office 365 "data protection" is not good enough

"Recycle bin" is not a backup

- Exchange Online –
  - 93 days retention
  - Limited restore options
- SharePoint and OneDrive –
  - 14 days retention
  - Cannot retrieve individual files
  - Microsoft support case required to retrieve data

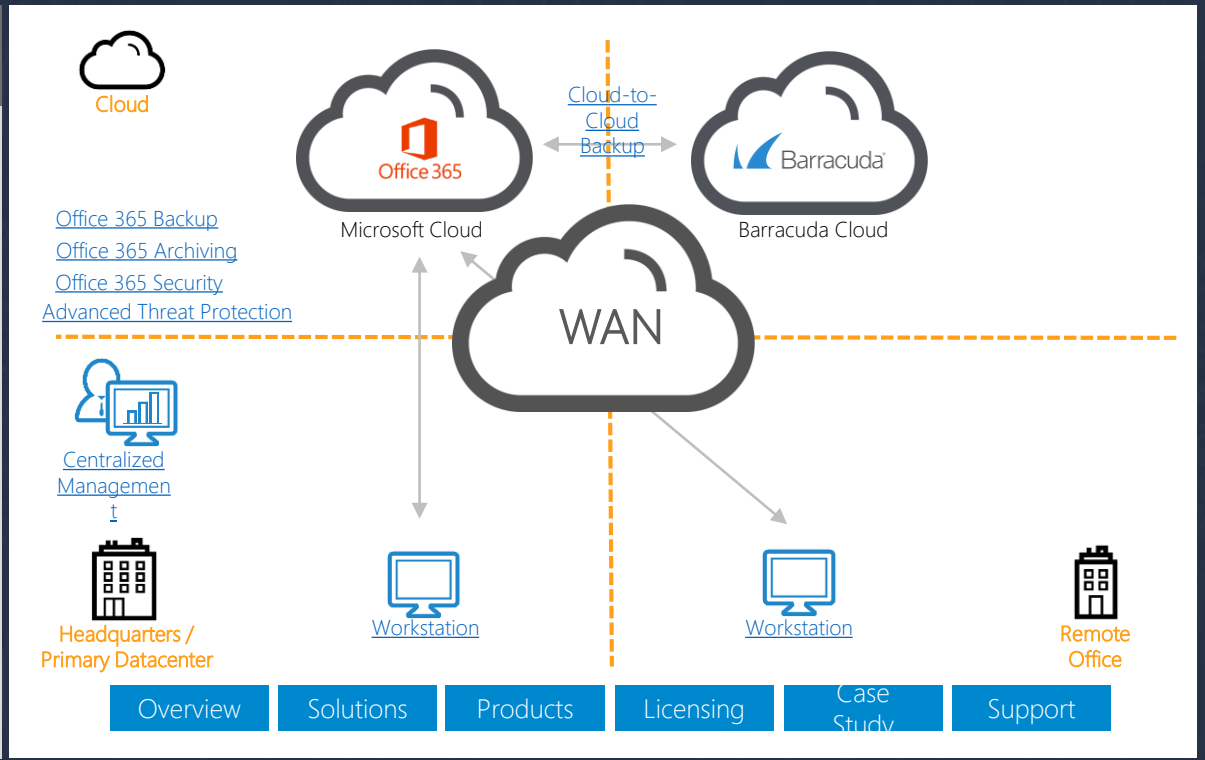


Office 365

Solution Overview

Barracuda Essentials: Hosted Multi-Layer Security, Backup, Archiving & eDiscovery Service for Office 365

- Protects Microsoft Exchange Online, SharePoint & OneDrive by backing them up to the Barracuda Cloud
- Archive directly from Office 365 Exchange Online, other mail services & Skype for Business to the Barracuda Cloud
- Protects both inbound & outbound email against the latest spam, viruses, worms, phishing & denial of service attacks
- Ensures that email operations continue by failing over to a cloud-based, email service, in the event the email services become unavailable



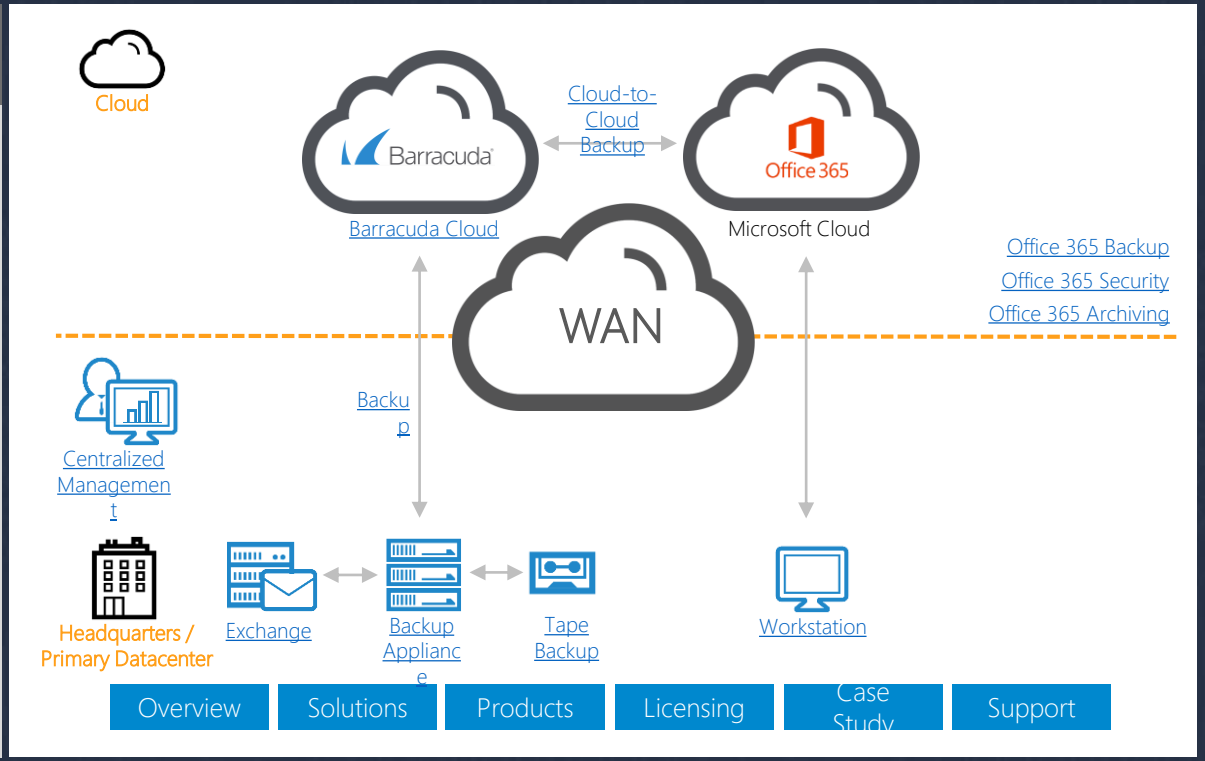
Barracuda

Microsoft Exchange

Solution Overview

Protecting Microsoft Exchange

- Barracuda provides a variety of data protection & recovery solutions for on-premise Microsoft Exchange & Office 365 Exchange Online environments
- **Native Backup:** Backs up on-premise Exchange servers & databases leveraging Microsoft VSS & the Exchange VSS Writer. This enables the entire Microsoft Exchange environment to be restored
- **Message-Level Backup:** Provides a quick way to restore individual email messages to the original location or to an alternate mailbox
- **Cloud-to-Cloud Backup:** Backs up & restores email messages, attachments etc. to & from the Barracuda Cloud

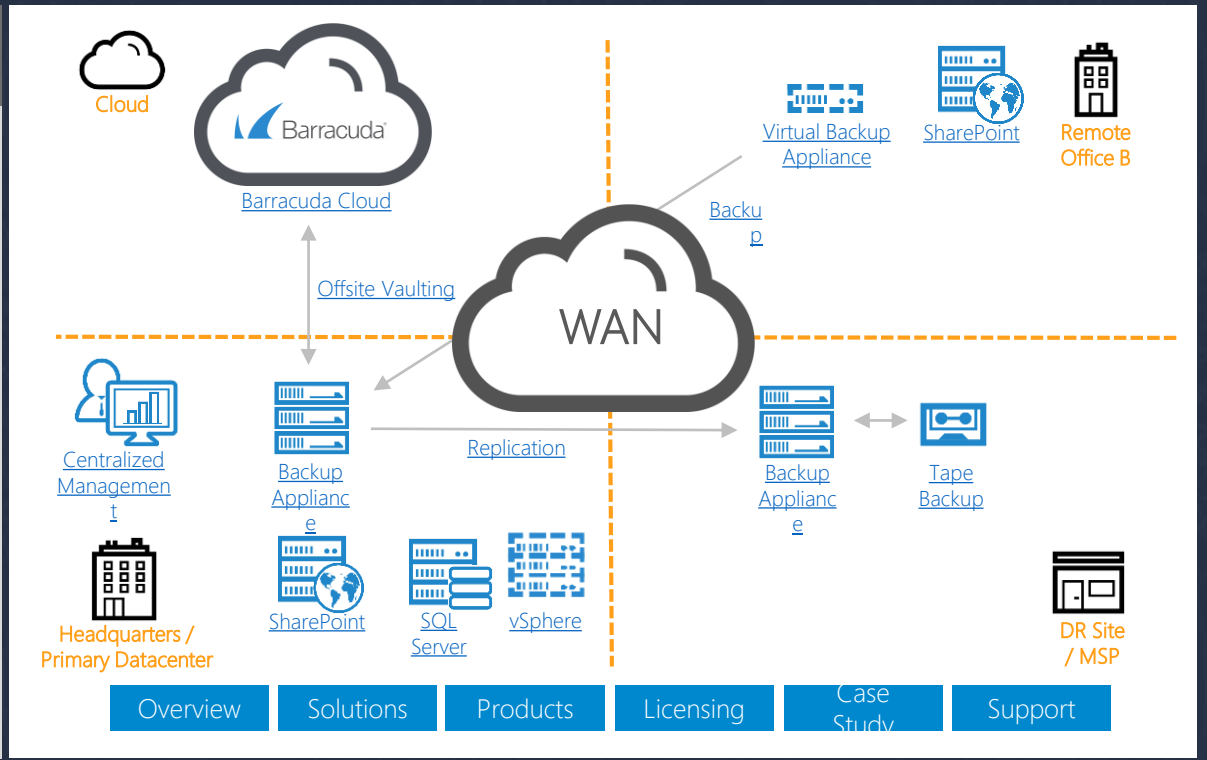


Microsoft SharePoint

Solution Overview

SharePoint Backup & Recovery

- As more organizations utilize SharePoint for document management & collaboration, the need for an efficient backup & data restoration tool has never been greater
- However, as most SharePoint administrators already know, recovering SharePoint files, folder & servers can be a very painful, time-consuming task
- Barracuda Backup & KrollOntrack makes it much easy to find, recover & restore content – such as documents, lists, libraries & folders – or entire SharePoint Server sites



We got hit by ransomware, and everyone just freaked out.

But I knew we were fine. Restoring our data from our Barracuda Backup 790 was very fast and easy. We got back to work and the criminals got nothing."

Brian O'Connor
IT Manager, Harco Labs

Ransomware – a persistent problem

Where we help customers: **ransomware protection**

- Some backup software runs on Microsoft Windows which is a primary target of and vulnerable to ransomware.
- Backup files can be criminally encrypted – just like any file stored on a Windows server.

Barracuda Backup is built on a hardened Linux OS and users can revert to any point in time to easily recover from an attack

Protect backup from Ransomware

THIS IS HARD

1. Use different credentials for backup storage
2. Have offline storage as part of the Availability strategy
3. Leverage different file systems for backup storage
4. Take storage snapshots on backup storage if possible
5. Start using the 3-2-1-1 Rule
6. Have visibility into suspicious behavior
7. Let the Backup Copy Job do the work for you

No Additional Steps Required

Who is our customer – ideal CCB opportunity

IT Jack-of-all-trades, IT Specialist with limited resources at a company with less than 5,000 employees.

- Exchange Online
- OneDrive
- SharePoint

Problem that they are trying to solve:

- Recover from accidental deletion
- Comply with data retention requirements
- Want a secondary copy of their Office 365 data
- Want flexible recovery options

Easy to Buy & Easy to Sell

- All-in-one backup appliance with simple pricing
- Flexible virtual appliance software solution that is licensed per socket to align with familiar VM pricing models
- Complete protection with Cloud-to-Cloud backup for Microsoft Office 365 based on per-user pricing

“Great product and people. That is all I really have to say.”

--Gartner Peer Insights, October 23, 2018

Thank You

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