Rethinking protection for the modern data center

### Volume and velocity of enterprise data is growing at an unprecedented rate

<table>
<thead>
<tr>
<th>Year</th>
<th>Data Creation (Zettabytes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>90% Of data in the world today has been created in the last two years</td>
</tr>
<tr>
<td>2014</td>
<td>40 Zettabytes</td>
</tr>
<tr>
<td>2015</td>
<td>2.5 Quintillion bytes</td>
</tr>
<tr>
<td>2016</td>
<td>Of data will be created by 2020, up from 3 Zettabytes in 2012</td>
</tr>
<tr>
<td>2017</td>
<td>2.5 Quintillion bytes</td>
</tr>
</tbody>
</table>

### The variety of data is overwhelming

- **Virtualization is on the rise**
  - 70% Of servers were virtual in 2010
  - 52% Of servers were virtual in 2012
  - 75% Of servers were virtual in 2014

- **Driven by the growth of mobile devices, by 2020, business transactions on the internet (B2B and B2C) will reach 450 billion per day**

### IT is struggling to support 24/7 always-on enterprises

- **25%** Of servers were virtual in 2010
- **50%** Of enterprises have no backup recovery plan for cloud-based apps and data in place
- **75%** Of organizations say data protection is their primary business challenge
- **11%** Of organizations view data backup and recovery as a business challenge
- **39%** Of enterprises cite ‘security and data loss’ as their primary concern

### Traditional backup and recovery solutions are no longer effective

- **10-Years ago IT was a lot simpler**
  - Backup and recovery was simple and static, and maintenance modes, downtimes, and week-long recovery were the norm
  - Backup was based on nightly schedules and tape was used to ‘store multiple point-in-time copies of data’
  - Disaster recovery was met by physically sending tapes to secure vaults in a different physical facility

### Nirvana is not more features, but a new approach

- **Self-healing**
- **Self-aware**
- **Self-managing**

### Adaptive Backup and Recovery - Powering and Protecting the always-on enterprise

Learn more at autonomy.com/adaptivebackup