

Cloud Data Management

Strategic
Planning
Assumption

By 2021



**50% of organizations
will augment or replace
their current backup
application with another
solution.**

Gartner.

Why People Ditch Their Backup Vendor

Used in Reverse, This Is What Is Sought In A Replacement

Cost

Complexity

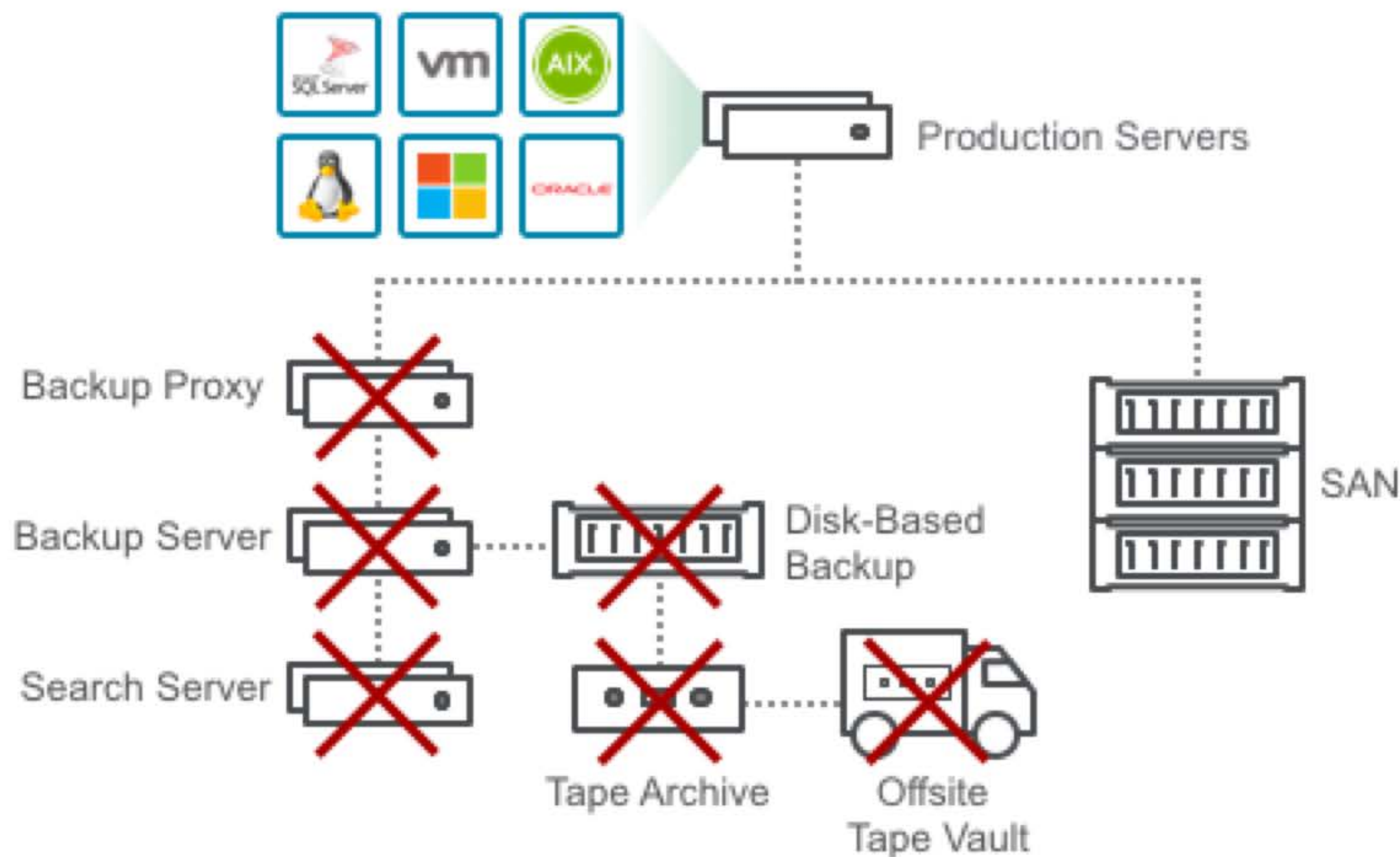
Capability



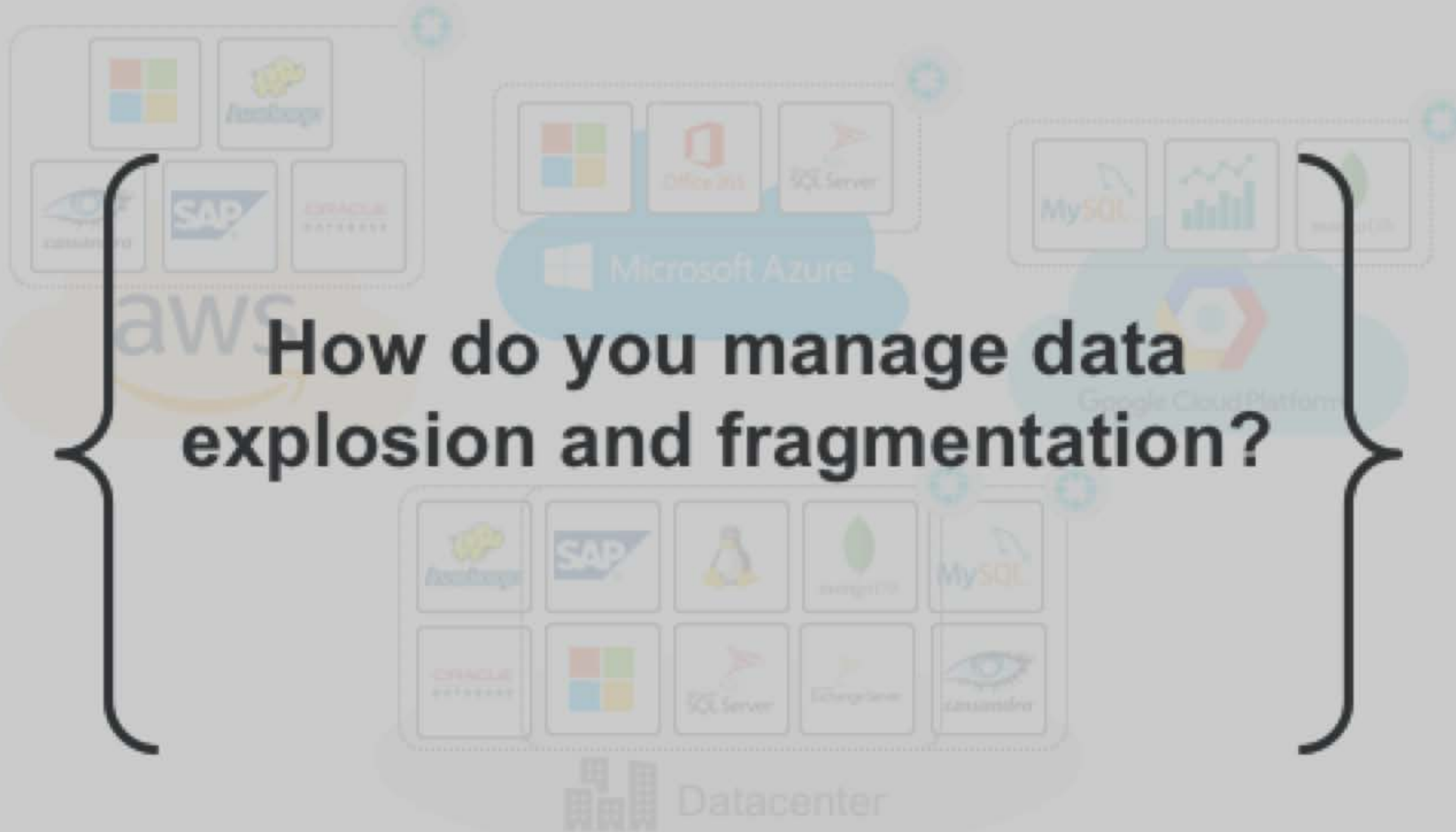
Gartner.



Common Data Center Today



Business trend: App & Data Fragmentation



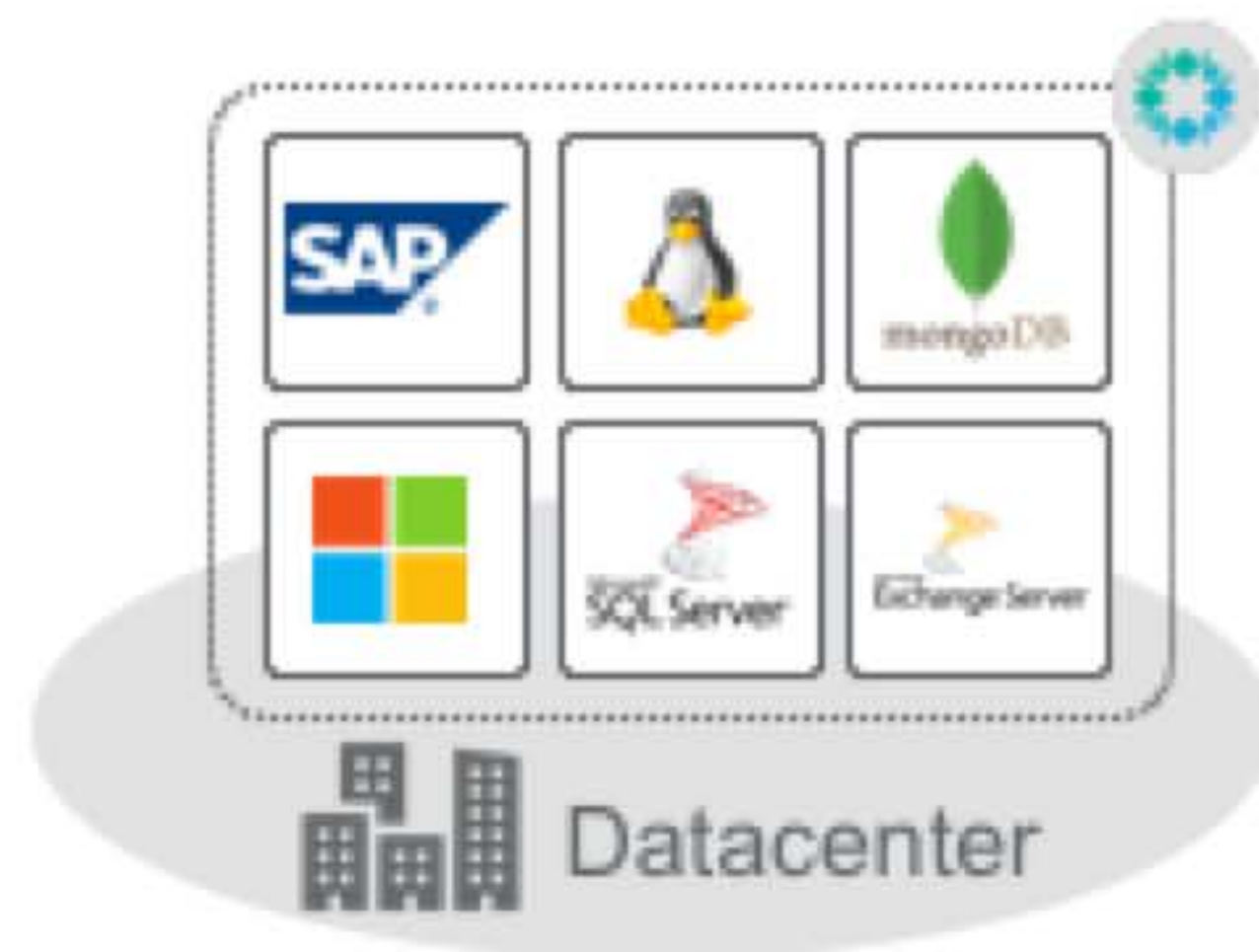
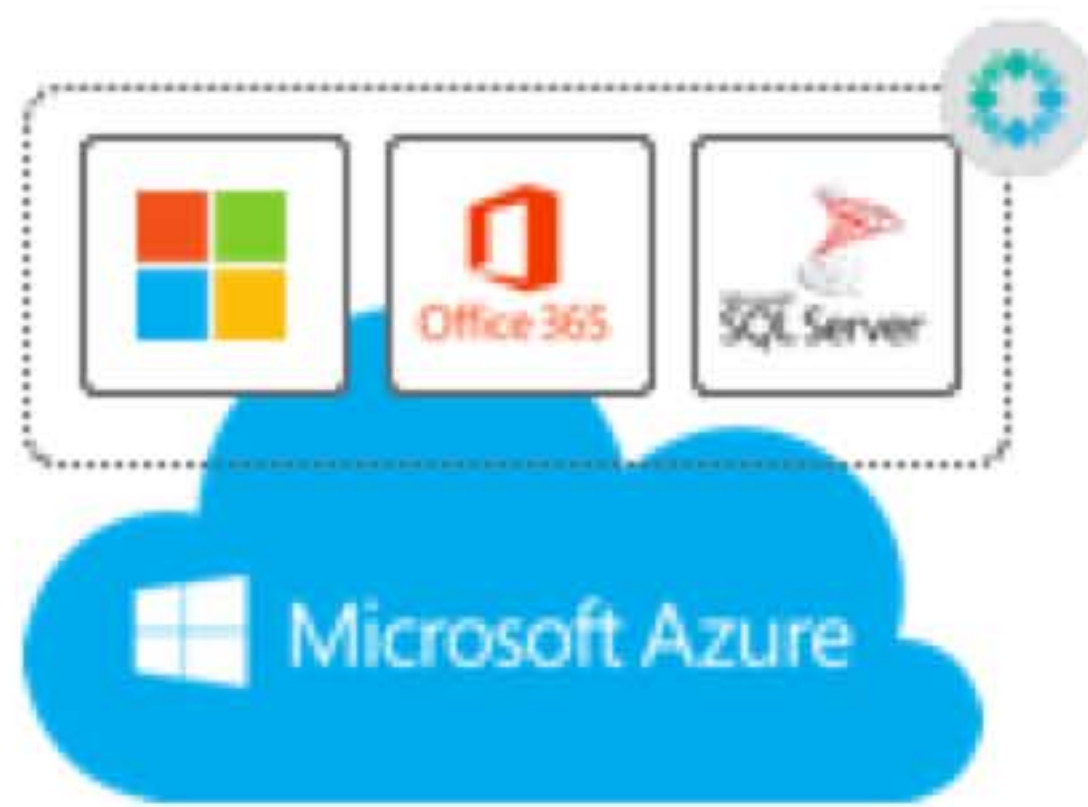
The diagram shows a central question, "How do you manage data explosion and fragmentation?", enclosed in a large black curly bracket. This question is positioned over a background of various technology logos and icons. At the top, there are icons for Microsoft (Windows), SAP, Oracle Database, Office 365, and SQL Server. Below these are logos for Microsoft Azure, AWS, MySQL, and Google Cloud Platform. At the bottom, there are icons for SAP, Oracle Database, SQL Server, MongoDB, MySQL, and Cassandra, with a "Datacenter" label below them. The entire scene is set against a light gray background with faint circular patterns.

How do you manage data explosion and fragmentation?

Introducing Cloud Data Management



Organize. Orchestrate. Secure.



One Multi-Purpose Platform Beyond Backup

