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Why the Cloud Continues to be a Better Option FOR DATA PROTECTION

Infrastructure fragmentation is the enemy

Diverse sources **+** Silo'd architecture **=** Cost & risk

Endpoints

Data Center

Cloud

Analytics & Intelligence

Backup & Restore

Data Forensics

Compliance

Ecosystem Integrations

eDiscovery Enablement

Disaster Recovery

Data Silos and Dark Data

Redundancy and Duplication

Penalties and Fire Drills

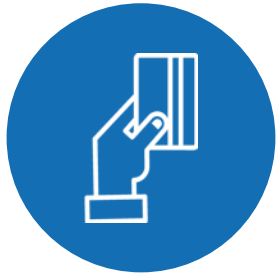**Cyber Risk**

HW and SW Proliferation

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Public Cloud is the Solution

Shift to Public cloud is occurring because it solves customer problems and enables New Use Cases

Build Faster

Eliminates service complexity

Pay for use

No stranded capacity and scales as you scale

Evolved IT

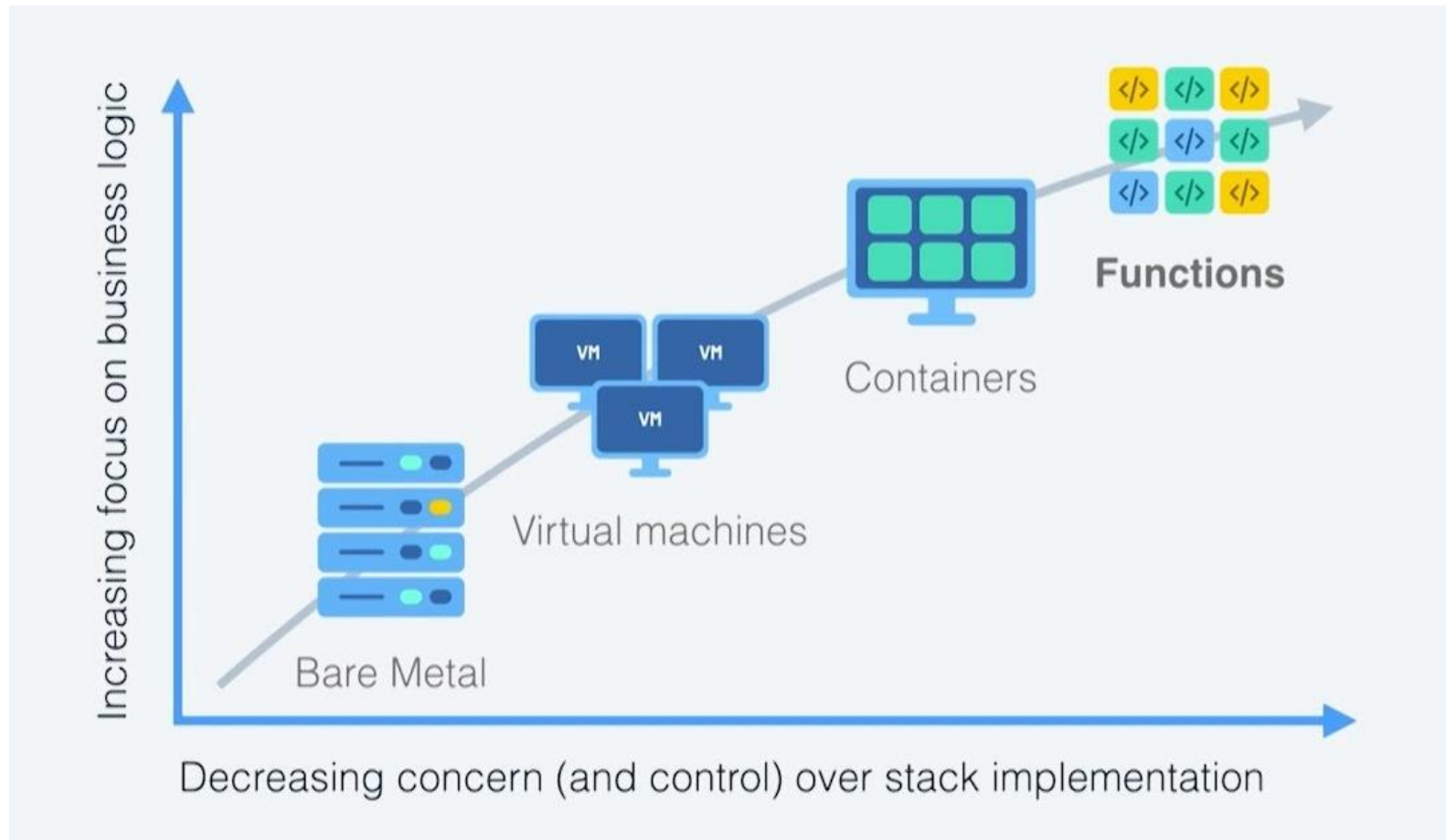Need to focus on foundational IT services eliminated

Go Glocal
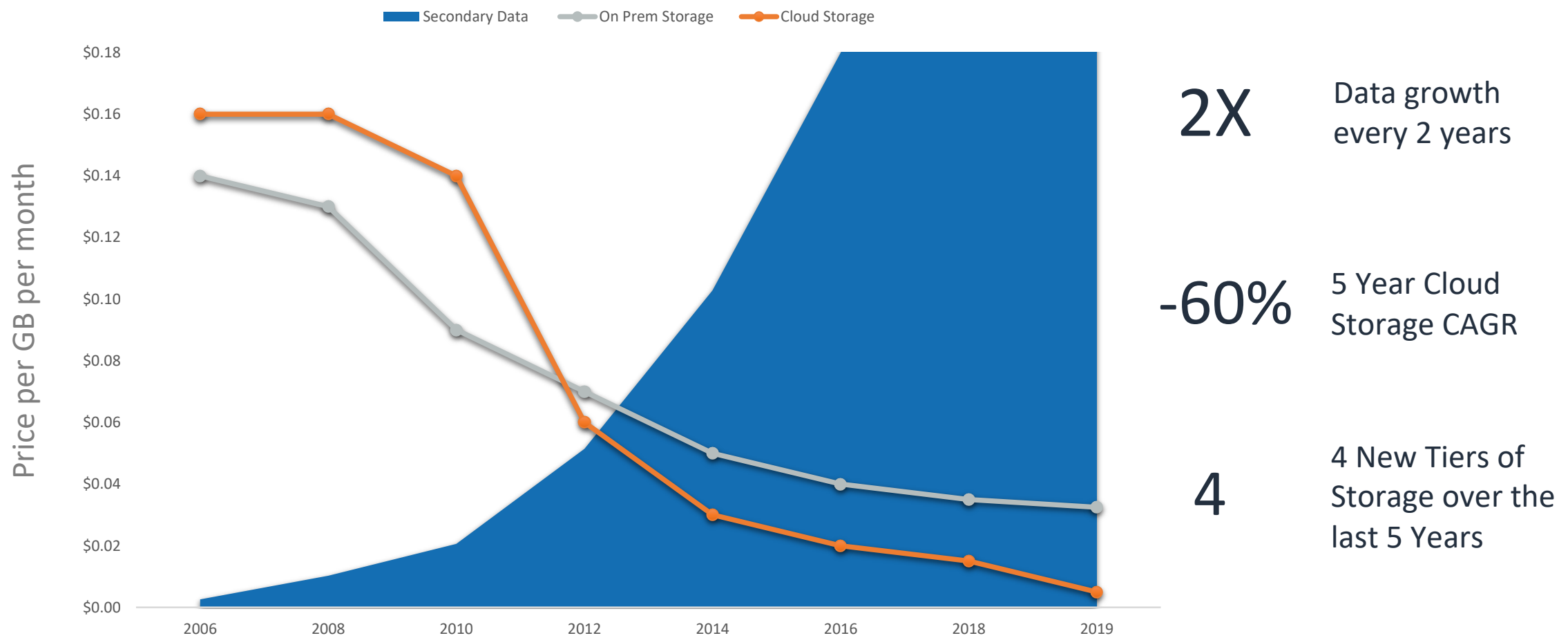
combines affordability with regional access

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Public Cloud – Build Faster

Evolution towards Serverless SaaS with unified API's eliminates complexity and allows seamless access to services

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Public Cloud– Pay for Use

Introduction of new Cloud storage tiers diffuses cost of data growth and eliminates need for Capacity Planning and HW purchase

Legend: Secondary Data — On Prem Storage — Cloud Storage

Y-axis: Price per GB per month ($0.00 – $0.18)
X-axis: 2006, 2008, 2010, 2012, 2014, 2016, 2018, 2019

2X Data growth every 2 years

-60% 5 Year Cloud Storage CAGR

4 4 New Tiers of Storage over the last 5 Years

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Public Cloud– Evolved IT

Evolution towards Public Cloud is reflected in technology certifications that matter

2008

- Microsoft Certified Technical Specialist (MCTS)
- Microsoft Certified Architect (MCA)
- Certified Information Systems Security Professional (CISSP)
- Systems Security Certified Practitioner (SSCP)
- GIAC Security Expert (GSE)

2018

- Google Certified Professional Cloud Architect
- PMP® - Project Management Professional
- Certified ScrumMaster®
- AWS Certified Solutions Architect - Associate
- AWS Certified Developer – Associate

# But in 2019 Data Scientists rule them all

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Public Cloud– Go Glocal

New developments in Edge Computing will bring data processing closer to the data source with all the cost advantages of cloud storage

Sources

Edge Computing

Cloud

Realtime Data Processing
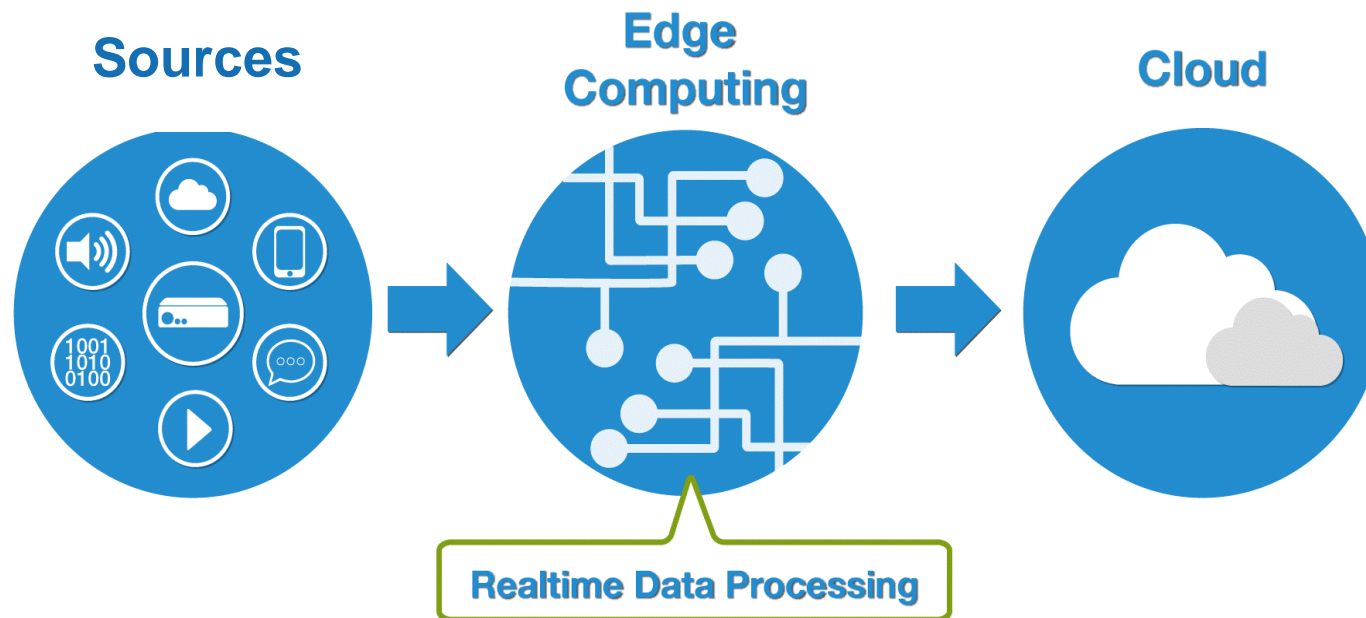
- Fast Response
- Reliable Operations
- Compliance
- Security
- Cost Effective

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Data democratization is the future

Subscribe

Capture

Analyze

Store
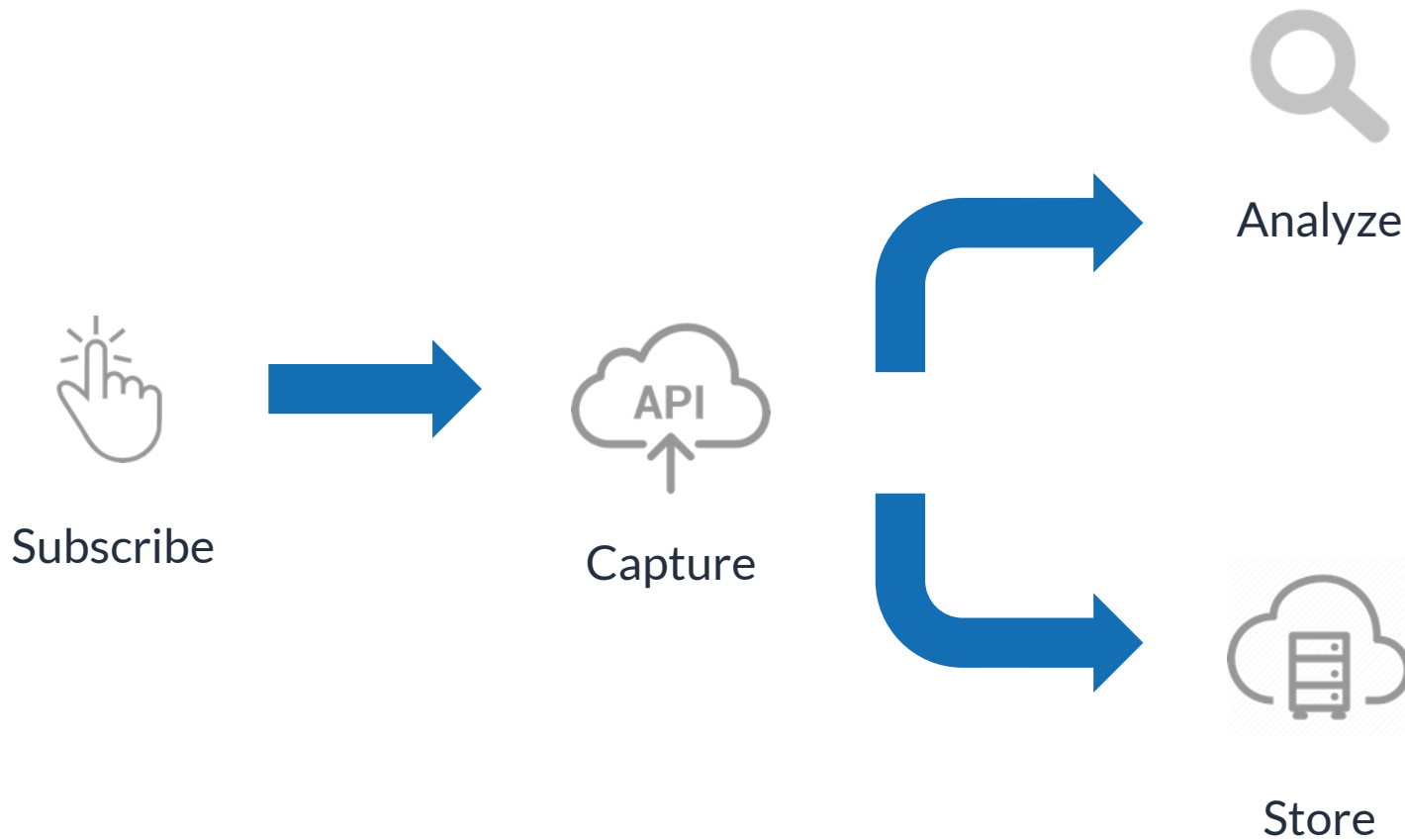
The Service Architecture of the future will rely on unified API's to aggregate metadata from multiple data sources for future analysis or search

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So if data is the new oil, metadata is the NEW GOLD

In a world of exploding data and data applications, metadata enables the translation of data to richer knowledge to action at a fraction of the cost.
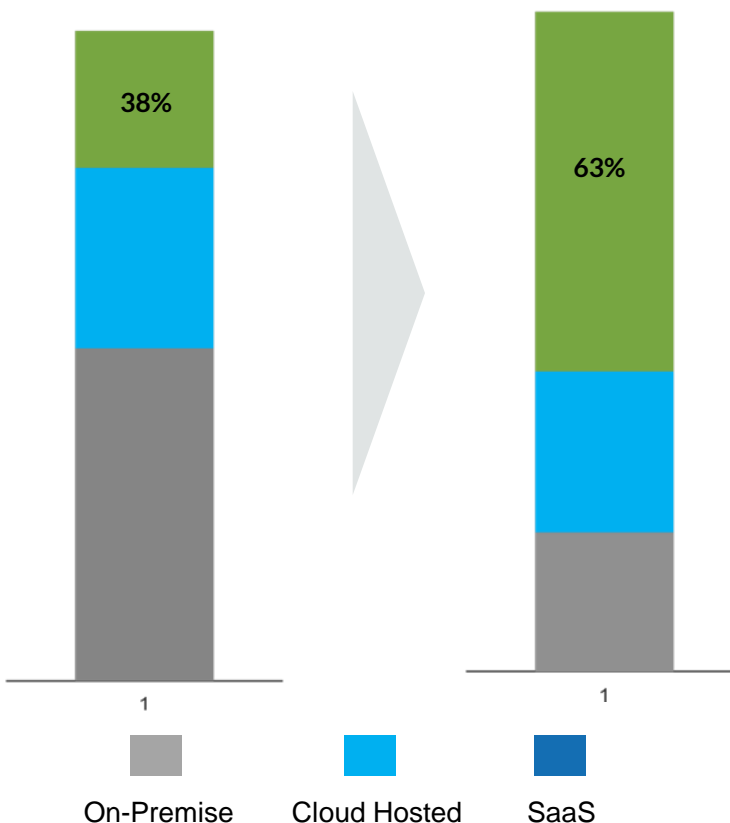

Data   Knowledge   Action

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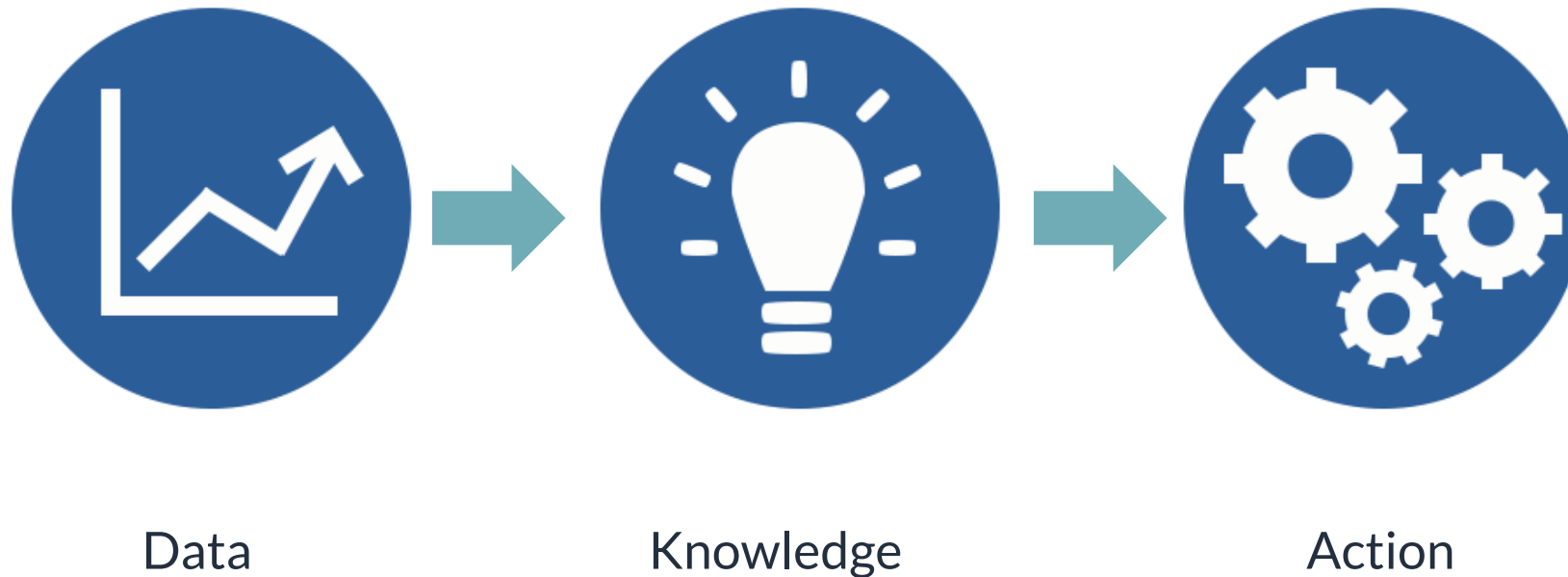
Public Cloud also evolving Data Protection

1 **Unprecedented growth and increase in variety of data**

2 **SaaS is the de-facto standard.**

3 **Cloud-native SaaS is the winning solution**

Next-gen data
Sensor, image, messages

Traditional Data

2010 2012 2014 2016 2018 2020

38%

63%

On-Premise   Cloud Hosted   SaaS
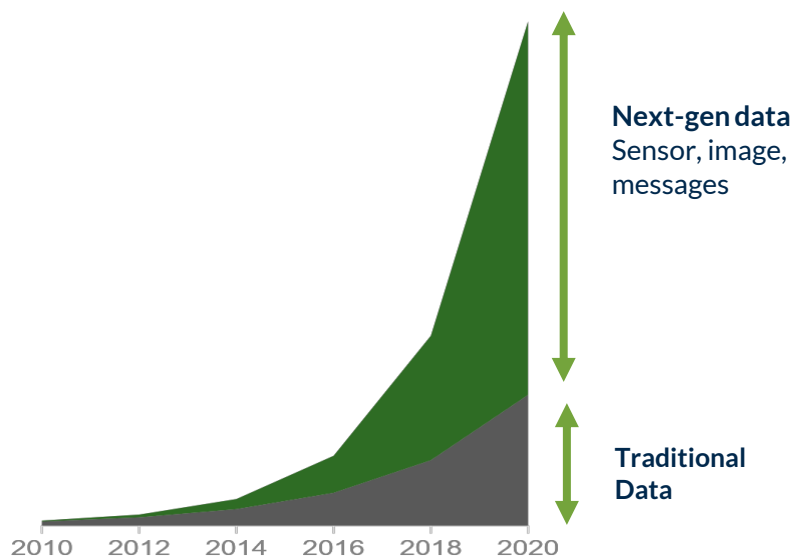
*"By 2019, **30%** of midsize organizations will leverage public cloud IaaS for backup, up from **5% today**."*

– Gartner

Source: ESG, Gartner, IDC

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SaaS transformation

SaaS-enabled

	Legacy
Applications	SAP, Oracle, BMC, CA
Development tools	Micro Focus, TIBCO
Database Infrastructure	IBM, Microsoft, Oracle
Data Protection & Management	Veritas, Commvault, EMC

salesforce · zendesk · box · servicenow · workday · coupa · zuora · RingCentral

GitHub · twilio · MuleSoft · hadoop · ATLASSIAN

mongoDB · aws · vmware

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Druva: SaaS platform for data protection

End points

Data Centers

Cloud Workloads

Druva Cloud Platform

Built on AWS

Data Protection

Backup & Restore | Disaster Recovery

Governance

Compliance | eDiscovery | Archival

Data Intelligence

Analytics | Forensics | Machine Learning

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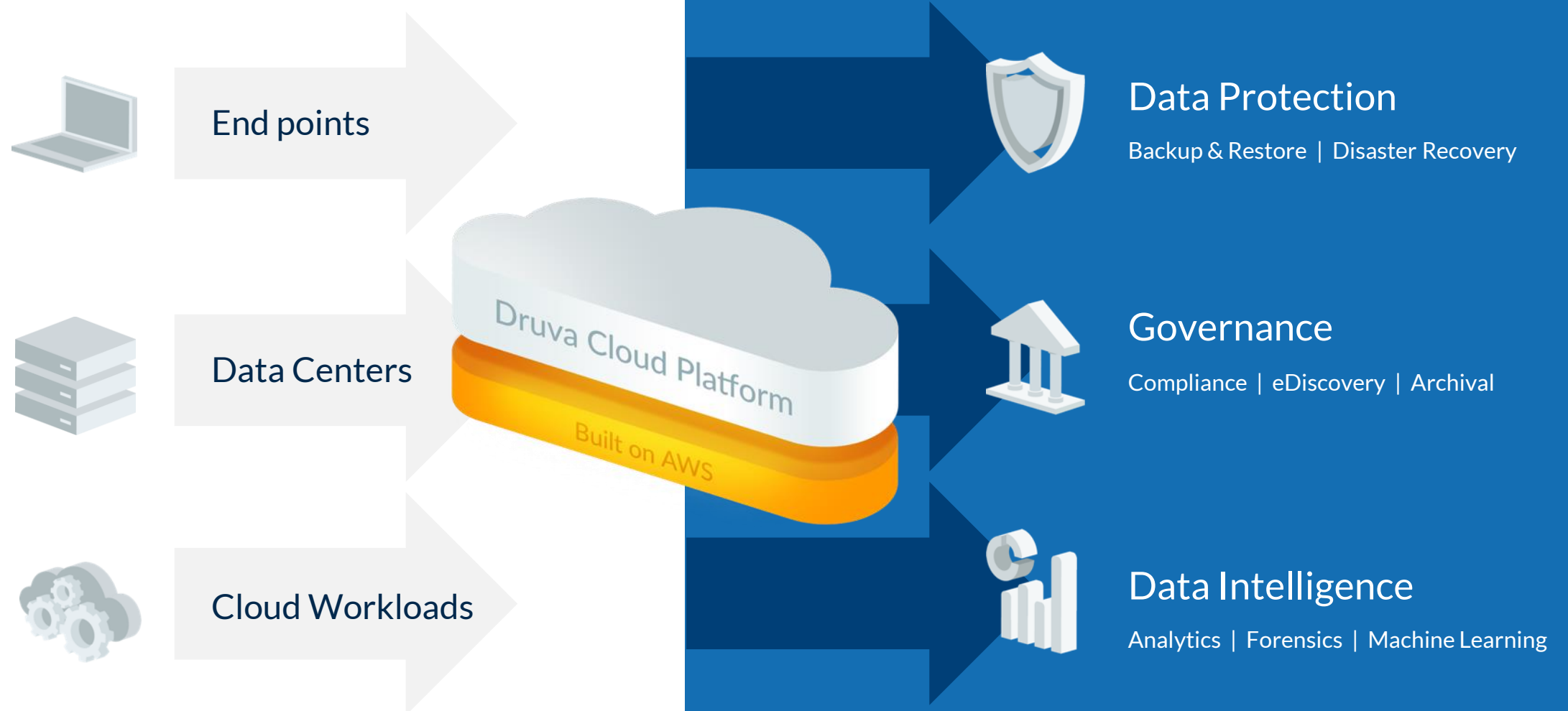
Adopted across broad range of industries

Life Sciences	Manufacturing	Consulting	Technology	Government*
GILEAD	SIEMENS	SAIC	DELL	NASA
Allergan	flex	rh Robert Half	intuit	NIH NATIONAL CANCER INSTITUTE
Pfizer	Continental	leidos	Square	U.S. AIR FORCE
Shire	SAINT-GOBAIN	Booz | Allen | Hamilton	vmworld	CMS
zoetis	MONSANTO		IBM	PCAOB

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Fastest growing cloud data protection provider

4000+

Enterprise customers

aws

Built natively on and recommended by AWS

150PB+

Data under management

Clear SaaS advantages

"We have the ability to access data within seconds "

PORT NOLA

David Cordell
Chief Technology Officer

Over 50% cost savings
No hardware, No software, Pay as you go pricing

World's best security
HIPAA, SOC-2, FIPS & FedRAMP Certified

15 mins deployment, self service
Easy to Use, No hardware or Software management.

Guaranteed SLAs
The only enterprise solution to guarantee durability, reliability, availability SLAs

Scalability & global reach
Infinite, on-demand, global scale into Petabytes

Unlock the value of data
Enable business outcomes with largest and most diverse data set

Thank You