

The logo for EISOO, featuring the word "EISOO" in a bold, red, sans-serif font. A small registered trademark symbol (®) is positioned to the upper right of the "O". The letter "I" is stylized with a yellow-to-orange gradient. The background of the entire page is a light blue-grey color with a network of white lines connecting various nodes (some white, some grey) and several red triangles of varying sizes scattered throughout.

EISOO[®]

Data Protection

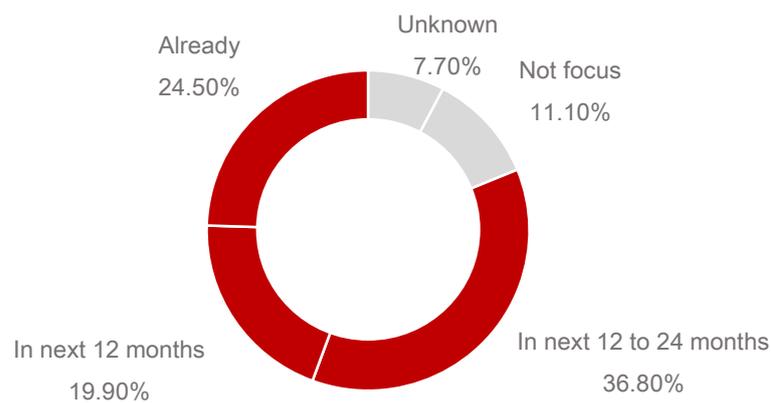
Under Digital Transformation

Digital Transformation, An Inevitable Trend

Digital Transformation

The rapid development of information technology has brought the emergence of mobile social, internet, cloud computing and big data analysis, leading the enterprises into the digital transformation. An Sino-bridges research indicates that 24.5% of enterprises in the survey have already listed digital transformation as IT focus; 19.9% in next year; 36.8% in the next 12 to 24 months. According to the IDC research, 64% of enterprises worldwide are exploring and implementing digital transformation.

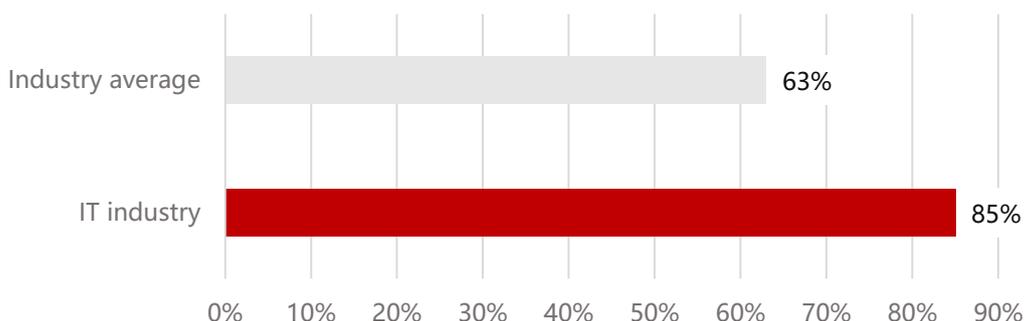
Whether the enterprise regards "Digital Transformation" as IT and business focus in the next 24 months



Opportunities Coexist with Challenges

Digital transformation brings great opportunities for organizations. By transformation, traditional enterprises can construct flexible and efficient business process, as well as innovative business model, achieving lower human resource investment and higher revenue. However, enterprise will also face more challenges, one of which is data security. Therefore, how to protect data efficiently has become one of the important issues for enterprises. Currently, 63% of enterprises regard data protection as one of the key businesses for success, 85% of customers in IT industry believe it is critical.

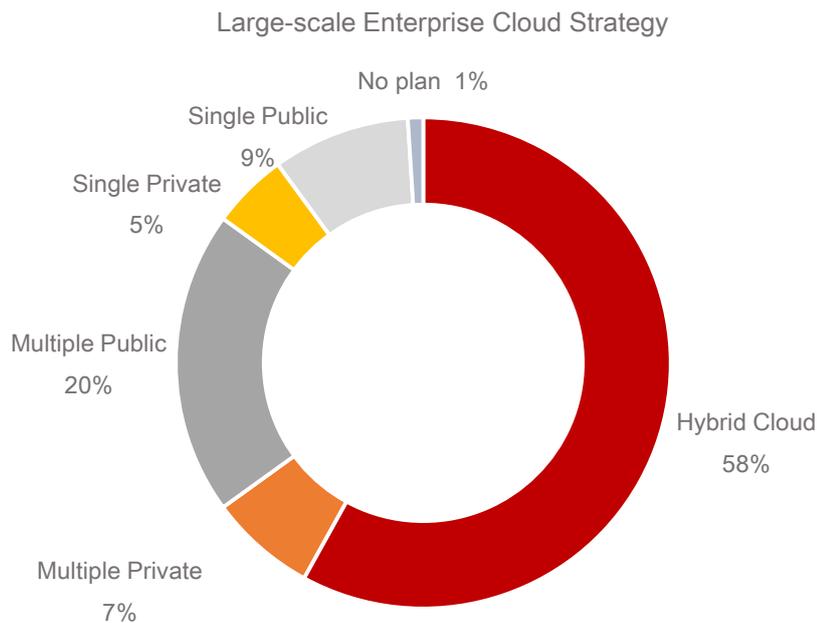
Enterprises regard data protection as one of the key businesses



Data Protection Problems in Digital Transformation

1. Complex data distribution, Highly-consumed Single-point Protection

Under digitalization, enterprise data distribution and storage become even more complex. More and more enterprises are migrating their business to virtual platforms. It is predicted that 71.1% of x86 systems will be virtualized by 2018. Besides, data can be stored both in local and offsite, either on tape, disk, or even cloud storage, which increases the complexity of IT environment as well. Under the trend of cloud, more mature IT organizations intend to choose multiple cloud services, that is, the hybrid mode of public and private clouds. A cloud research in 2017 shows that the cloud is increasingly used, and 58% enterprises are planning on hybrid cloud, much more than other cloud strategies.

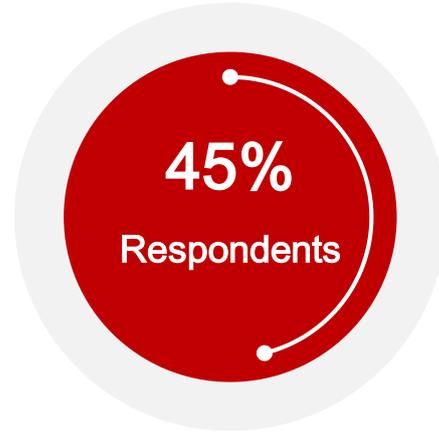


Being confronted with such a complex environment, enterprises choose to deploy various data protection solutions traditionally. According to statistics, over 70% enterprises solve this issue by various solutions rather than one data protection provider.

However, the deployment of several single-point solutions cannot work as expected. The enhanced complexity of data management and more data islands make the central management, collaboration and sharing of data under different architectures impossible. The survey shows that 73% of enterprise respondents believe that using different backup products will increase risk; 45% of respondents think it is difficult to restore a business in case of a disaster, as each backup product works differently.



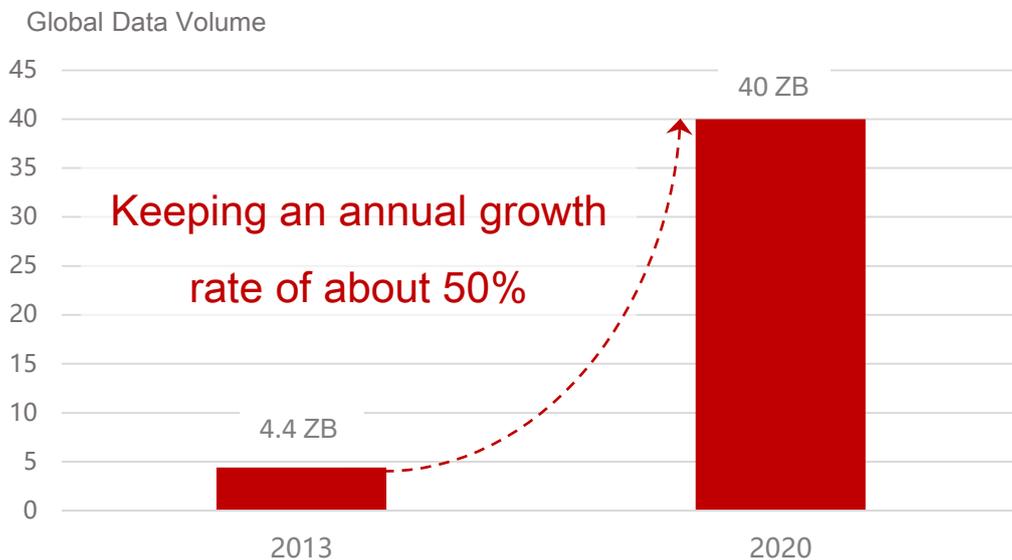
Using multiple backup products increases risk



Recovery is difficult as each backup product works differently

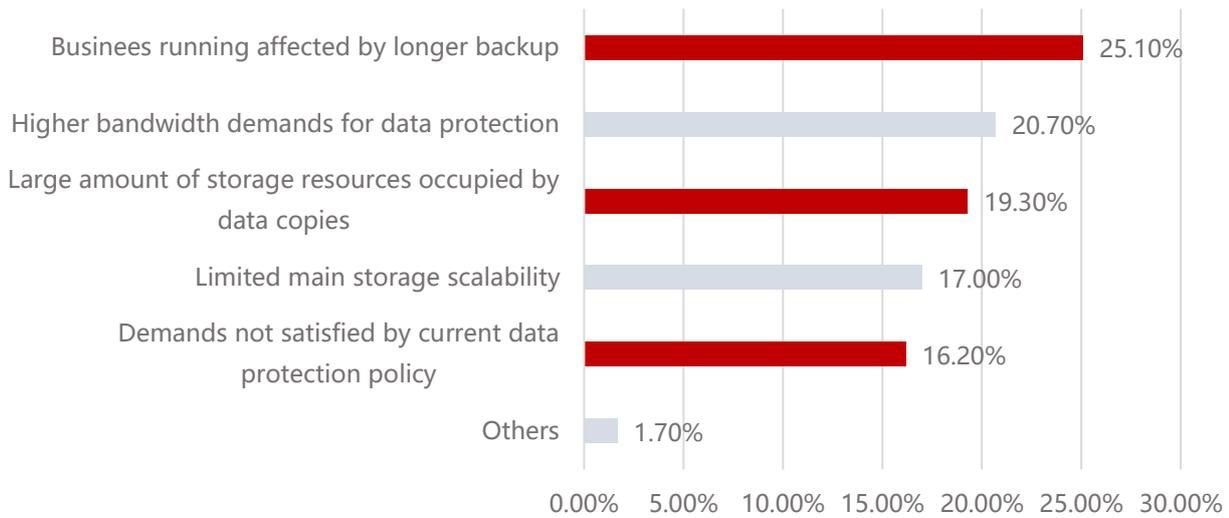
2. Exponential Data Growth, Low Protection Efficiency

The variety of data source accelerates the data growth and explosively increases the data volume. IDC predicts that the global digital universe will reach around 40 zettabytes (ZB) by 2020, keeping an annual growth rate of about 50%.



The fast growing of data volume poses great pressure on data protection, including business running affected by longer backup, higher network bandwidth demands for backup jobs, more storage resources for data copies and more. These issues not only decrease data protection efficiency, but also cost more.

Challenges of Massive Data Protection

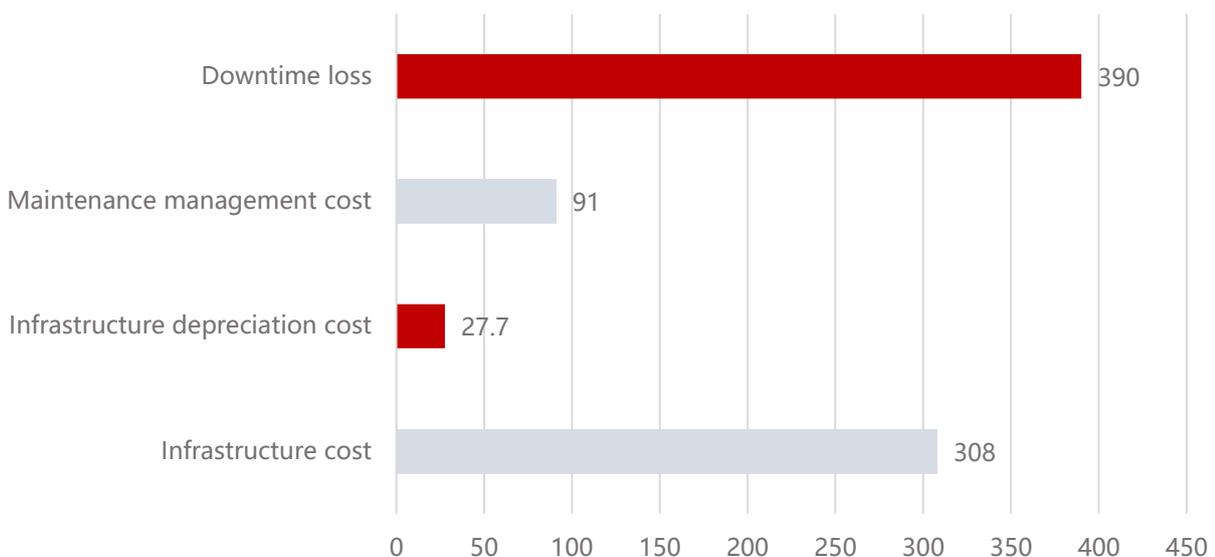


3. High Data Protection Investment and TCO

Data needs management which requires cost. But how much the data management will cost? Western Europe is currently investing the most to manage the digital universe, spending \$2.49 USD per gigabyte. The U.S. comes in second, investing \$1.77 per gigabyte, followed by China at \$1.31 per gigabyte.

In organizations, IT sector spends about 11% of IT budget on data protection in average, among which initial investment consumes \$459,701, while the later annual maintenance cost will reach to \$135,820. In addition, business downtime will not only cause direct financial loss, such as business interruption and data loss, but also indirect ones, including organization reputation, customer satisfaction and more, which are very expensive.

Enterprise Data Protection Cost



In addition to the above costs, enterprise may need more new data protection investment when business is expanded. If system is upgraded, new product maybe incompatible with other different architectures and products, resulting in unnecessary investment caused by rebuilding the current disaster recovery system.

4. Single Protection Solution

The increasing data value, complex data distribution and exponential data growth stimulate higher level data demands, such as PB-level data protection, ROBO protection, massive data archiving and more. Meanwhile, more MSPs want to provide value-added data protection services for their customers under digitalization.

However, traditional data protection solution has single backup and recovery features only. Thus every new data demand needs a single-point solution, which increases complexity and cost of data management.



**High-efficient
PB-level Data Protection**



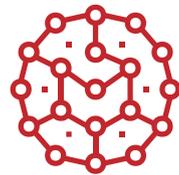
**Unified Management for
ROBO Data**



**Massive
Data Archiving**



**Data Protection
as a Service**



More Data Demands

Data Protection Principles under Digital Transformation

To solve the data protection problems mentioned above, enterprise needs to rebuild data management solution to formulate new data protection policy and accelerate digital transformation according to the following 4 principles.



Unified

- **Wide compatibility** for protection for different platforms
- **Simplified job management process** for central management of backup and recovery jobs
- **Backup policy settings** in advance to reduce manual backup and repetitive complex works



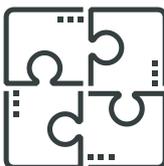
High-efficient

- Stable **monthly iteration** for higher product performance
- **Optimized technology**, improving backup and recovery efficiency
- **Instant recovery** for less business interruption period



Economical

- **One suite solution** instead of single-point solution, saving initial cost
- **Unified platform**, reducing maintenance and management cost
- **Flexible and scalable architectures**, avoiding repetitive investment cost



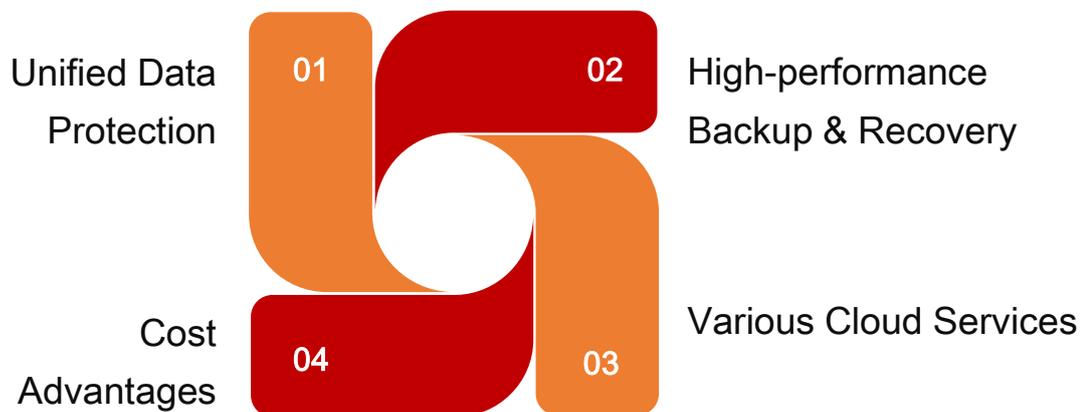
Integrated

- Deep **integration with data protection technologies**, building modern data protection solution
- **Integration with other products**, providing various data protection services
- **Open ecology**, breaking through manufactures' boundary and providing high-quality services together

Enterprise-grade Data Protection under Digital Transformation

EISOO is a big data company with over 10-year data protection experience. AnyBackup, its data protection product, has ranked No.2 in domestic PBBA market for 3 consecutive years by deep practice in different industries.

In data protection, AnyBackup follows the unified, high-efficient, economical, integrated and more principles to help users settle problems and make full use of data value, accelerating digital transformation.



1. Unified Data Protection

Undoubtedly, the scattered solutions for different data types and application platforms will cause problems such as complex management and high cost. Therefore, organizations need a unified data protection solution to avoid disadvantages of single-point solution.

By a single Web management platform, AnyBackup can comprehensively protect popular operating systems such as Windows, Linux, and UNIX, virtual platforms including VMware, Hyper-V, FusionSphere, H3C CAS, and databases such as Oracle, SQL Server, thus achieving central protection and management of virtual, physical and cloud environments and reducing complexity as well as cost.

2. High-performance Backup and Recovery

By optimizing technology performance, AnyBackup can help users efficiently protect tens of thousands of virtual machines and business systems, even PB-level data. AnyBackup designs Intelligent Deduplication, LAN-Free, Instant Recovery, Granular Recovery and more features to provide high-efficient and professional protection for various data of virtual, database, and small files.

AnyBackup can not only provide local backup and recovery, but also support offsite data protection

to improve protection level, avoiding data loss and business interruption caused by damages. High-efficient offsite disaster recovery can be built by the technologies during transmission including deduplication, resumable data transfer, encryption and network throttling.

3. Low TCO

Deploying and managing backup infrastructure always cost much in organizations. How to ensure data security with minimum TCO becomes one of the most important factors in enterprise data protection.

AnyBackup can provide data protection across different platforms by integration, which reduces the initial investment and deployment cost. All the backup and recovery jobs can be managed and monitored by a unified platform, reducing later maintenance and management cost. Flexible and scalable architecture helps user upgrade system smoothly, reducing repetitive investment.

4. Various Cloud Services

By integrating with self-developed AnyBackup Cloud, AnyBackup can support Data Protection as a Service (DPaaS) solution. Thus, MSPs can provide value-added cloud backup services for end users, while customers can purchase services on demand and gain comprehensive data protection capabilities.

Build Data Protection Policy Under Digitalization

Digital transformation is inevitable, so a smart enterprise will change continuously in market to grasp the chance and resolve challenges. Data plays an important role during the whole digital transformation period. Therefore, it is necessary for enterprise to implement data protection policy to face challenges including scattered data distribution, explosive data growth, expensive data protection, single solution and more.

EISOO AnyBackup unified data protection solution helps customer to deal with different applications and data and integrate different and scattered solutions, thus achieving higher efficiency, simpler management and less cost on the premise of data security and realizing digital transformation successfully.

For more information, please visit GLOBAL.EISOO.COM

Contact us :

Address: No.1188 Lianhang Rd, Minhang District, Shanghai, China

Tel: +86-21-54222601

Skype: eisoo-overseas

Email: support@eisoo.com