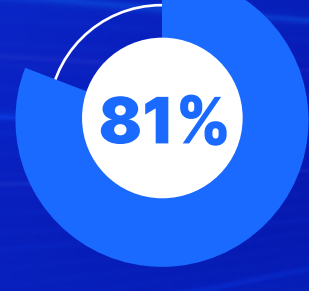# Your business runs on
DATA

81% of organizations agree that data should be at the heart of everything they do.[1]

Data-driven organizations are:[2]

23x more likely to acquire customers

6x more likely to retain them

19x as likely to be profitable as a result

Unfortunately, you're not the only one who realizes the value of your data

79% of organizations experienced an ransomware incident within the last year.[3]

2 seconds, how often a ransomware attack occurred in 2022.[4]

The number of attack vectors continues to increase. Growing number of remote users, networks, devices, endpoints and data create the perfect conditions for cyber crime.

Users put your data at risk. 90% of cybersecurity breaches are due to human error.

Typical data protection priorities

Minimize downtime and data loss

Manage interoperability complications

Meet SLAs and compliance requirements
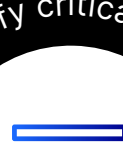
Minimize performance impacts

Balance business risk with granular recovery time and recovery point objectives (RTO and RPO)

Minimize impact from user error, unforeseen disasters and evolving threats

Steps for effective data protection

Identify critical data

Understand the lifecycle

Migrate data to the right location

A plan to recover data

Don't let your data be your weakest link—*protect it!*

In the face of a cyber attack or disaster, make sure you maintain access to the systems and information you need to run your business. Ensure your data is where you need it, when you need it to minimize the disruption of an attack, or even prevent it in the first place.

OpenText's Suite of Data Protection Products Can Help

Carbonite® Migrate

Ensure your data is where it needs to be.

- Pick the right environment: on-premises, cloud, virtual, physical servers–for the right data to make sure you are not spending more than you should to store your data.
- Seamlessly migrate data from any environment to any environment with a proven cross-platform solution that's been in the market for decades to improve your agility.

Carbonite® Recover

Retrieve your data in the event of a worst-case scenario to keep your business moving.

- Replicate systems to the cloud, so you can access your data when you need it to stay productive and minimize downtime costs.
- Reduce risks associated with unplanned downtime with the ability to recover in minutes. Your users may never even know there was a disruption.

Carbonite® Availability

Keeps critical systems online all the time, offering the gold standard in resiliency.

- Continuously replicate critical systems and automate the failover at the push of a button for virtually no downtime or data loss.
- Achieve compliance through the protection of mission-critical data in your preferred environment.

Learn more about our
ARM Solutions

Carbonite® Availability

Carbonite® Migrate

Carbonite® Recover

opentext™ | Cybersecurity

[1] Ernst & Young, Forbes
[2] McKinsey Global Institute, Forbes
[3] ESG Research Report, The Long Road Ahead to Ransomware Preparedness, June 2022
[4] Theia, 2022