

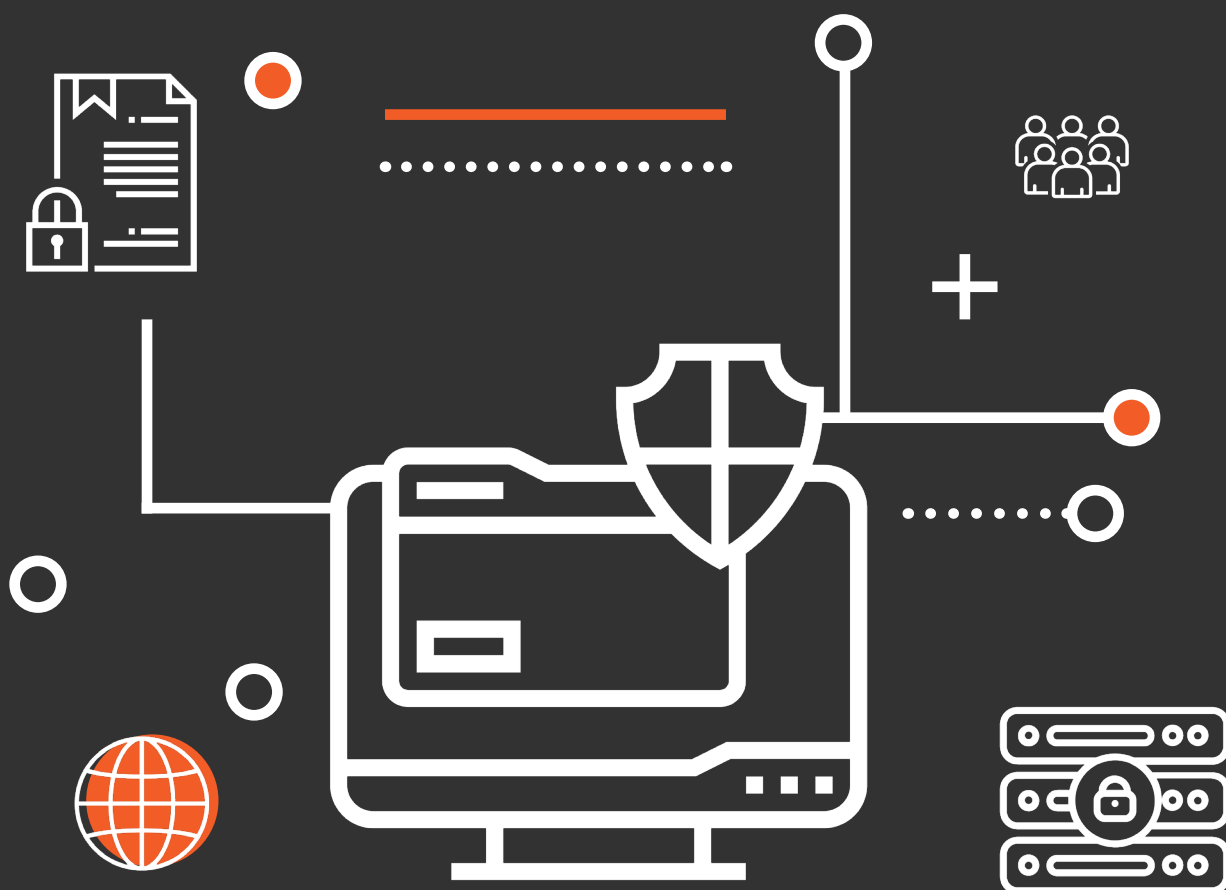


DATA PROTECTION
WORLD FORUM



PURESTORAGE®

Improved Ransomware Recoverability with SafeMode on FlashBlade



eBook produced by PureStorage in association with Data Protection World Forum

Executive Summary

One of the biggest challenges in the growing digital economy is the exponential rise in ransomware attacks. Consequences can be dire: pay perpetrators to (they claim) unencrypt your data, stumble with decryption tools, or gamble on recovering from backups. With millions of dollars spent annually to guard entry points to data, many still underestimate the strategic value of augmenting data protection.

Take any given week and research will show that dozens of different organizations had lost data as the result of being attacked. Of course, these numbers are most likely artificially low and only reflect those attacks that were reported. No one wants to advertise that you have exploitable weaknesses in your IT infrastructure.

A Universal Truth: Ransomware Prevention Is a Growing Challenge

Even with advances being made in technological solutions, it is clear that attackers are being successful. It is a case of when, not if, your organization gets compromised.

In the face of an attack, you can go with the “pay and pray solution” where you pay the ransom and hope that the attackers will give your data back. Given there is not much honour amongst thieves, it is not surprising to learn that a substantial 45% of customers never get their data back after paying the ransom. Even if you pay up and get your data back, there is a good chance the offence will be repeated. The “get out of paying the ransom card” is your data backup application. This is where you need to go if you do not want to pay the ransom.

Unfortunately, the ransomware attackers are aware of this. Not content with compromising your production data, they may target your backups, greatly impacting your ability to recover.

Why Disaster Recovery Is Not Ransomware Recovery

Data protection is one of the most complex areas of IT infrastructure. Data must be quickly copied from multiple sources and quickly secured for restore in the event of corruption, human error, or disaster. For a long time in the disaster recovery world, emphasis was placed on some sort of natural event (such as a flood, earthquake, or tornado) or human-made disaster (a fire or, for example, a terrorist attack).

Redundant copies, physical separation, tape shipping, replication, high availability between sites and so on are all strategies that organizations and disaster recovery consultants would deploy. All are extremely important. But this strategy does not protect you against a ransomware attack. In fact, you could argue that it makes it worse as copying compromised data threatens the integrity of the system.

A New Strategy for Ransomware Protection is Needed

Fortunately, the technology industry has turned its considerable brain power to solving this. You can see many IT vendors offering many different solutions. But as with all technology solutions, they are complex and lack interoperability. That means you must rip-and-replace, which in the world of enterprise data protection (where there are often thousands of systems generating multiple petabytes of data) is complex, risky, and expensive. However, that is all before you even get to deploy the solution and realize any value.

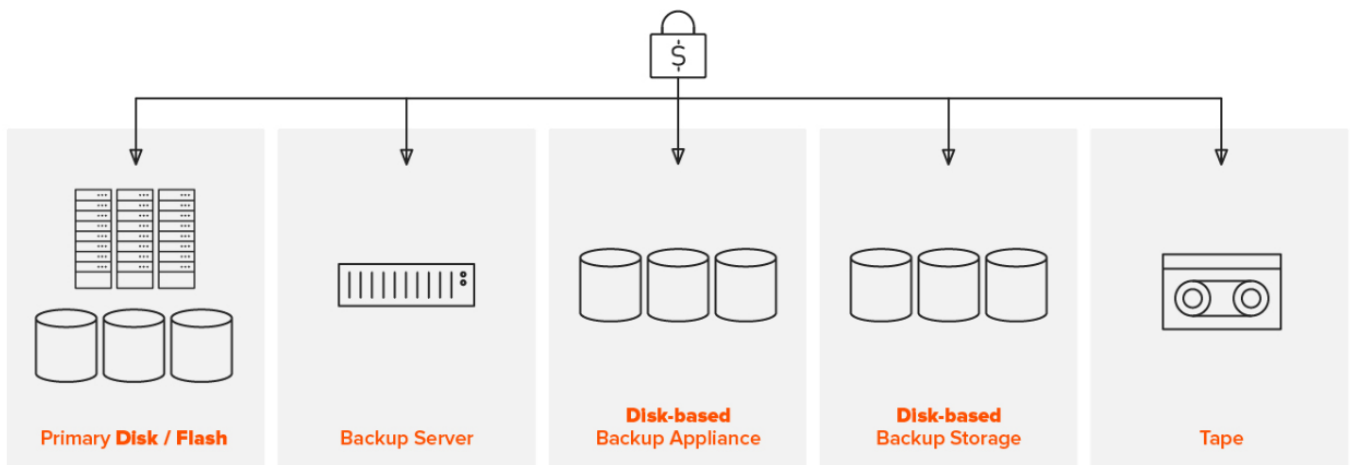


Figure 1: Ransomware attacks can compromise key elements of your data protection architecture

PureStorage offers a solution that has been thoroughly tested with all the leading data protection vendors, so you do not have to change your backup software. It allows you to mitigate against a ransomware attack by protecting your backup data and provides a super-fast restoration environment for ransomware data recovery.

SafeMode snapshots, a built-in FlashBlade feature, enable you to create read-only snapshots of backup data and associated metadata catalogues after you have performed a full backup. You can recover data directly from these snapshots, helping guard against attacks by ransomware and even rogue admins. FlashBlade provides the following benefits:

Enhanced Protection:

Ransomware can't eradicate (delete), modify, or encrypt SafeMode snapshots. In addition, only an authorized designee from your organization can work directly with Pure Technical Support to configure the feature, modify policy, or manually eradicate snapshots.

Backup Integration:

Utilize the same snapshot process regardless of backup product or native utility used to manage data protection processes.

Flexibility:

Snapshot cadence and eradication scheduling are customizable.

Rapid Restore:

Leverage a massively parallel architecture and elastic performance that scales with data to speed backup and moreover recovery.

Investment Protection:

FlashBlade includes SafeMode snapshots at no extra charge. Your Pure subscription or maintenance support contract cover enhancements.

PureStorage FlashBlade

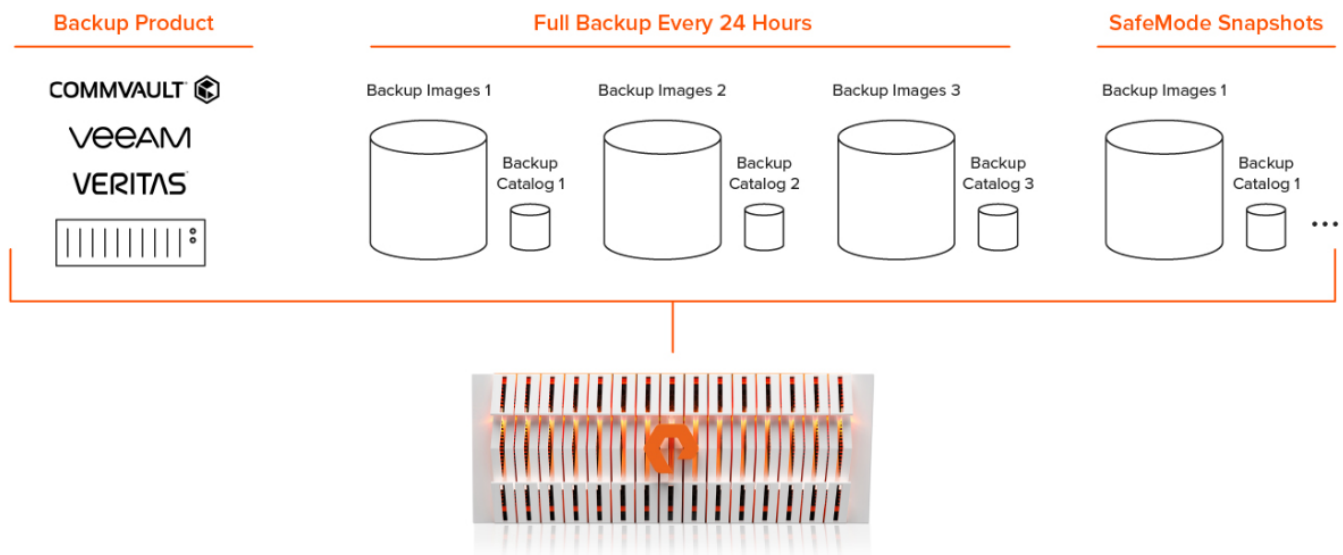


Figure 2: Day-to-day operations create read-only snapshots of backup images and metadata catalog.

Enterprise Strategy Group (ESG) recently did a lab validation of FlashBlade in conjunction with Commvault, Veeam, and Veritas NetBackup software.

The lab validation shows how easy it is to configure FlashBlade to protect backup copies and how to recover using the aforementioned backup products.

ESG verified that Pure Storage SafeMode on FlashBlade can prevent data backups from being modified, deleted, or encrypted by ransomware or other events.

We observed how SafeMode provides an enhanced level of data protection by creating snapshots that cannot be changed or permanently deleted.

Organizations can employ SafeMode to help ensure business continuity after events due to rogue activities or human error.

Being able to secure backups is only half the battle. If you can't recover at the kind of pace that meets the demands of your

business, an impact will be felt. Lost opportunities. Lost productivity. Lost customer satisfaction and loyalty. FlashBlade delivers Rapid Restore for production and test/dev workloads with up to 270 TB/hr data-recovery performance.

Rapid Restore with FlashBlade integrates with a diverse portfolio of backup software partners and complements a wide range of data-protection architectures. Users don't have to rip and replace their existing backup product or change their operations.

Contact details



EMEA Headquarters: +44 20 3870 2633



info@purestorage.com



[Visit PureStorage](#)