The average enterprise backup has reached a petabyte or more, pushing conventional storage to its limits. Cyber attackers are more sophisticated and successful. The average cost of a single attack is $5 million, with $1.25M (25%) attributable to system downtime, and $1.5M (30%) to IT and end user productivity loss. Data corruption or loss can financially damage your business. Cost to maintain data is growing as volume and complexity grows.

In a 2018 study of companies that were attacked, it was found that 68% of breaches took months or longer to discover.¹ Cyber attacks can financially damage your business. Cost to maintain data is growing as volume and complexity grows.

These strategies help you reach the top:

1. **Reduced storage OpEx and CapEx**: Simplify data management and drive storage efficiencies
2. **Flexible data protection targets**: Choose from multiple options: Disk, Tape, Virtual Tape, Cloud, Object
3. **Rapid data access with RBAC and self-service**: Simplify, automate, and orchestrate the copy data life-cycle

With IBM data protection solutions, your view from the top will include:

- **IBM Cloud Object Storage**: Flexible, economical, scalable hybrid cloud object storage with geo-dispersed enterprise availability and security.
- **IBM Spectrum Scale**: High-performance, highly available and secure storage with authentication, encryption, and replication.
- **IBM Tape Solutions**: Energy-efficient tape storage that is scalable, durable, with air-gap and powerful economics.
- **IBM Spectrum Protect**: Reduce backup infrastructure costs with built-in data efficiency capabilities.
- **IBM Spectrum Protect Plus**: Multi-tier data protection that helps you control costs, performance and security.
- **IBM Spectrum Copy Data Management**: Optimize the use of copies to lower storage costs and enhance value through data reuse.
- **IBM modern data protection prepares you for your adventure to the top**: Instant recovery and reuse from data backups. Simplify data management and drive storage efficiencies.

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Find out more about IBM Modern Data Protection.

¹ “2018 Data Breach Investigations Report,” Verizon, March 2018
² “The True Cost of Ransomware,” Ponemon Institute, April 2017
³ “Modern Backup Strategies for Modern Enterprises,” ITProPortal, May 2017