# Automate. Scale. Secure.

## Protect your sensitive data in the cloud

Save time with Lenovo's enterprise-grade **Online Data Backup (OLDB)** solution. This next-gen data management solution allows enterprises to securely store confidential information in the cloud with a simple, automatic backup process. It's quick to set up, requires no additional administrative overhead and can save you thousands of dollars.

Protection when and where you need it

DATA FACTS

40%
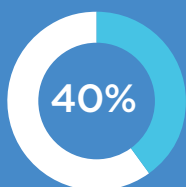
Almost 40% of data breaches are the result of criminal or malicious attacks, and can cost up to $277 per record to rectify.

39%
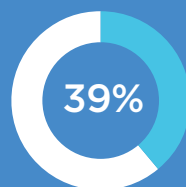
39% of data disasters are caused by human error. OLDB automatically and continuously backs up all your files and folders, so you never lose your data.

30%

Lenovo OLDB provides Total Cost of Ownership Savings of more than 30% compared to in-house backup solutions.

AUTOMATIC DATA PROTECTION: After an initial backup, OLDB automatically detects and backs up new and changed files. The user-friendly, web-based administrative console provides easy account management for pre-configured or customized backup and recovery settings.

ANYWHERE ANYTIME ACCESS: OLDB can support your organization's remote working and digital transformation initiatives with a free mobile app that enables employees to access their backed-up data from any iOS or Android device.

DEFENSE AGAINST MALWARE: Ransomware is a threat that is growing more sophisticated and costs organizations millions of dollars each year. OLDB protects your data against ransomware and other forms of malware, saving you money you would otherwise spend unlocking your data and removing viruses.

MILITARY GRADE SECURITY: Data is encrypted before backup, during transit, and at rest in our data centers. Lenovo's OLDB solution adheres to the same standards employed by the military and trusted federal banking institutions.

STORAGE FLEXIBILITY: Choose the service level that allows you to back up as many computers as you like for one price. If you have a need to back up servers, purchase an additional Server Pass and back up as many servers as you like. Storage can be purchased on an annual basis, or save more with a two or three year plan.

IMPROVED PRODUCTIVITY: OLDB not only protects endpoints and remote offices, it also enables secure file-sharing with OLDB Sync. Users simply place their files in their local Sync folder and they are immediately available from any authorized computer or laptop. OLDB Sync allows your workforce to work anywhere by giving them the flexibility to securely access all their important files in real time–a great way to boost workforce productivity.

OPEX VS. CAPEX: Our subscription-based model means no costly hardware to purchase and minimal overhead required, allowing your business to invest its capital in revenue-generating initiatives instead.

Services

Lenovo™

Ransomware costs victims more than **$1 billion**

The FBI estimates that ransomware cost victims $1 billion in 2016, up from $24 million the year before, and has warned that attacks are expected to continue escalating. Ensure your devices and data are fiercely protected against security attacks with Lenovo OLDB.

Lenovo has the answer to the growing ransomware threat

DATA PROTECTION = CYBERSECURITY!

Ransomware is a very real danger for businesses, with 2017 seeing attacks increasing in both scale and frequency. Transmitted by email or web pop-ups, ransomware blocks a user's access to their system or data, only restoring it when a ransom is paid.

The May 2017 WannaCry ransomware attack affected approximately 200,000 Windows computers across more than 150 countries, including China, Japan, South Korea, Germany and Great Britain. The cybercriminals targeted hospitals, academic institutions, blue-chip companies and businesses like movie theater chains, highlighting the challenges that large organizations face with consistently applying security safeguards at scale.

YOUR ORGANIZATION COULD BE AT RISK. DO YOU HAVE ADEQUATE SECURITY CONTROLS IN PLACE?

In a world of ransomware and destructive attacks, data protection is a critical cybersecurity capability and every system should have "Good, Better or Best" data protection.

"Good" data protection is intuitive to many of our customers who understand basic data backup; keep a copy, ensure it works, and that your backup method and facility meets the requirements of the business. But many customers fail to consider endpoints.

Endpoint users create much of an organization's data. In fact more than 40% of data sits at the edge, making endpoints critically important. Yet endpoints are vulnerable because users bring their own apps and devices, and are targeted by hackers.

MOST ATTACKS WILL INVOLVE AND POTENTIALLY COMPROMISE ONE OR MORE ENDPOINTS:

- **95% of breaches** originate at the endpoint
- **77% of organizations** say they are very likely or certain to have been infected with web-borne malware that was not detected
  (Source: Ponemon report: "The Challenge of Preventing Browser-Borne Malware", Feb 2015)
- **205 days** is the median time to detect an intrusion
  (Source: FireEye Mandiant M-Trends 2015 report, Feb 2015)
- **It took only minutes** to compromise the victim's system in 60% of the cases studied; the speed of successful attacks is increasing
  (Source: Verizon 2015 DBIR)

Lenovo Online Data Backup (OLDB) can provide multiple point-in-time copies of data, ensuring customers can recover data from any form of attack:

- **Non executable data store** – Infections cannot execute in our data stores to the rest of customer data
- **Immutable copy** – Data that is backed up cannot be changed, nor can it be deleted by any customer
- **Stored off premise** – Data is backed up in the cloud and is does not reside on the customer's network
- **Point-in-time recovery** – Data can be recovered from a point in time prior to infection

For a low fixed-cost, fixed-term investment, you'll have the peace of mind to know you're protected from the impact of business-critical data loss.

Talk to a representative today.

Our expert Lenovo Services team delivers a portfolio of award-winning services that supports the entire lifecycle of your fleet.

(>) **CONTACT A LENOVO ACCOUNT MANAGER**

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