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New cyberthreats require new thinking: Reimagined data protection from HPE and Commvault

New data motives and flawed thinking

While conventional ransomware encrypts data and holds it hostage for a lofty payout, today's threats anchor on the double and triple extortion of business data. It has been reported that

83%

of cyberattacks involve some form of data leakage, exfiltration, theft, or damage.[1]

Put differently, most attacks have bigger plans than just denying access to your data but exploiting it in new and malicious ways.

To secure your data effectively against these new and advanced threat vectors, data protection must be reimagined, arming businesses with proactive capabilities that protect data, anticipate risks, and deliver trusted recoverability in the face of any threat.

[1] computerweekly.com/news/252513735/ Backups-no-longer-effective-for-stopping-ransomware-attacks

The evolution of cyberthreats

Cyberthreats are continuously evolving. What was once a lone-wolf practice has transformed into a new form of organized digital crime, deliberately designed to exploit businesses of every size. From sophisticated nation-state attacks to ready-made ransomware-as-a-service toolkits, today's threats have changed, leveraging various techniques and skillsets that silently bypass perimeter defenses and traditional security tools — and compromise even the most technically advanced organizations.

However, one thing that hasn't changed is the pursuit of your data.

Data remains fundamental to your business. It fuels operations, informs decisions, and contains the most sensitive IP and customer information. It's also the primary target of cyberattacks. From hyper-focused zero-day attacks to broad-sweeping supply chain breaches, bad actors share one common goal: stealing, damaging, and monetizing your data to their advantage.

A new era of data protection

Data protection has long been described as a business's last line of defense, only coming into play after damage occurs. Hewlett Packard Enterprise and Commvault have combined to shift this perception by delivering proactive and innovative protection and security capabilities that help to lessen damage, reduce risk, and bring down downtime — uniformly across your entire data estate (on-prem, cloud, and SaaS environments). Our multi-layered data protection intelligently secures data to rapidly uncover risk, diminish cyberthreats, continuously control data and its access, and drive more informed recovery outcomes from edge to cloud.

These solutions are built on a secure HPE server platform with silicon root of trust, architected with zero trust principles, resulting in unmatched foundational security.

Next-generation data protection from HPE and Commvault

HPE and Commvault have partnered to deliver industry-leading technologies for your data to be air-gapped, immutable, encrypted, available, and recoverable across the industry's broadest set of workloads while reducing overall TCO.

Secure	Defend	Recover
Hardened, zero trust architecture with built-in immutability and security protocols to secure data, prevent unwanted access, and drive compliance in the face of evolving cyberthreats.	Patented early warning and in-depth monitoring to surface and neutralize zero-day and insider threats before they cause harm; containing breaches, limiting exposure windows, and flagging malicious activity sooner to reduce recoveries.	Proactive and reliable recoverability across on-prem, cloud, & SaaS apps that help to reduce downtime, thwart data loss, and accelerate response times for unrivaled business continuity.

- **Business continuity:** HPE and Commvault offer resilience and low-RPO recoverability for mission-critical workloads, helping eliminate downtime and maintaining business operations from edge to cloud.

- **Complete view of the ecosystem:** While providing comprehensive visibility and telemetry, the end-to-end insights help decrease blind spots, monitor activities, and anticipate risk before, during, and after an attack.

- **Proactive data defense:** HPE and Commvault reduce and prevent data damage by surfacing zero-day threats in production environments, diverting direct attacks on backup infrastructure, and preventing infection of backups. AI-powered early warnings and cyber deception diminish the impact of attacks.

- **Easy scaling:** HPE and Commvault deliver solutions with cloud scalability on demand that aligns with your business requirements.

- **Fastest recovery:** HPE and Commvault deliver instant data recovery, ensuring that customer's data is secure and available — wherever it lives, with powerful AI-driven automation for clean recovery.

- **Cost savings:** Commvault, together with HPE, offers data protection with speed, precision, and confidence while helping to avoid financial loss, curtailing business interruptions, and adherence to stringent compliance and industry regulations, along with reducing your TCO.

Learn more at

HPE and Commvault

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