

Securing Valuable Data at the Edge

Information is a business-critical asset, and losing it puts a lot at stake. With today's persistent headlines about data breaches—and the onerous remediation that follows—the topic is top of mind everywhere. Having valuable data spread out across multiple offices and ad-hoc data centers increases operational overhead *and* amplifies the risk of breach and/or loss. Help avoid breach and loss by gaining centralized control without local compromise. The Riverbed SteelFusion™ solution for the hyper-converged edge is the only solution purpose-built to address the unique challenges that face IT organizations' management of ROBO locations. This cost-effective, simple architecture provides unprecedented levels of business continuity, agility and **data security** without compromising business experience and productivity.

Challenge

Today, business is more decentralized than ever before, with more than half of the workforce residing outside the “main office” and distant from the corporate data center.

As a result, remote and branch offices (ROBOs) house a great deal of data—data that's often managed individually or by people holding provisional IT roles. Far from the central IT team, data back-up, systems maintenance and updates are left to these provisional IT resources, with infrequent and expensive visits from central IT staff on an as-needed basis. The complexity and expense alone are enough to warrant change, but exposure in the form of lack of solid business continuity/contingency planning and security risk is the larger issue.

Data loss has major financial implications: some obvious, some less so. Data loss brings major consequences in the forms of:

- Loss of Customer and Community Trust
- Loss of Relationships and Reputation
- Loss of Revenue
- Loss of Competitive Advantage
- Regulatory Fines and Sanctions

All of these carry significant financial implications. In regulated industries, the initial implications of data loss are clear: you lose data, you pay a fine. But that's not where it ends. Regulated and non-regulated organizations alike have so much more at stake.

And those losses mount over time, in the forms of:

- Lost business advantage due to loss of intellectual property
- Remediation costs for individuals whose personal data is breached
- Lost customers, due to damaged trust and reputation¹

IBM and Ponemon Institute's *2015 Cost of Data Breach Study: Global Analysis* reported that the consequences of lost business are having an increasing impact on the overall cost of data breach. Growing awareness of identity theft and individuals' concerns about the security of their personal data have contributed to this loss of business. And, more important than financial implications, of course, there are some cases, as with healthcare, in which data loss can affect health and well-being due to delays in care, re-doing tests and more.

Solution

The Riverbed SteelFusion solution for the hyper-converged edge is the only solution on the market architected to address and mitigate the specific challenges faced by enterprises around managing ROBO IT infrastructure, applications, data governance and security.

¹ A Ponemon Institute study on breach notification reported that 57% of people who had received a breach notification letter from a business said they lost trust and confidence in the organization; 31% said they terminated their relationship with the organization. ("The Consumer's Report Card on Data Breach Notification", April 2008, Ponemon Institute)

With SteelFusion, all branch data is consolidated and resides at the data center, enabling and ensuring enterprise-grade data management, protection and security. To maintain local performance and productivity, branch working set data is intelligently predicted and projected out to the branch where a cached copy is held locally for day-to-day business use. Local branch applications (VMs) are executed at the branch to serve branch-specific services. Data created at the branch is continuously replicated back to the data center for centralized data management and protection.

Disaster recovery is handled too: branch data can be further replicated to a secondary site for disaster recovery scenarios; and can be encrypted, both in flight and at rest with keys safely located in the data center to ensure the utmost data security for all enterprise data regardless of where it's being generated or used. All data management (provisioning and recovery), protection (backup and archive) and governance (security and encryption) takes place at the data center using data center tools and resources.

Call to Action

Learn more about Secure, efficient ROBO IT today, at: <http://www.riverbed.com/steelfusion>

For additional information, or to request a meeting, visit: <http://www.riverbed.com/zerobranchIT>

About Riverbed

Riverbed, at more than \$1 billion in annual revenue, is the leader in application performance infrastructure, delivering the most complete platform for the hybrid enterprise to ensure applications perform as expected, data is always available when needed, and performance issues can be proactively detected and resolved before impacting business performance. Riverbed enables hybrid enterprises to transform application performance into a competitive advantage by maximizing employee productivity and leveraging IT to create new forms of operational agility. Riverbed's 27,000+ customers include 97% of the *Fortune* 100 and 98% of the *Forbes* Global 100. Learn more at riverbed.com.

The Riverbed logo consists of the word "riverbed" in a lowercase, bold, orange sans-serif font.