

catchup game and there is always a vulnerability around the corner; it is just a matter of time until someone finds it and exploits it. In other words, ransomware attack is becoming more of an inevitability for many organizations.

Another weakness is that user awareness relies on the compliance of busy and increasingly mobile employees to prevent ransomware attacks that are ever-more convincing and difficult to detect. While offering some protection, encryption doesn't help if users inadvertently download a virus or malware onto their computing device. In addition, ransomware is often designed to stay dormant after spreading through networks, making it harder to identify the original source. Given the major gaps in protection afforded by malware prevention techniques, organizations would be foolhardy to rely on them exclusively.

Data Backup Thwarts Ransomware, Provides Other Benefits

Experts agree that a comprehensive data protection plan is the best defense against ransomware and other incidents of malware. Specifically, automated and time-indexed snapshot backups of data across servers, laptops, and cloud apps enable the restoration of information back to its original state. As a result, organizations can access their data from any point in time prior to the attack.

It's easy to see how a solid backup plan improves an organization's security and negotiation stance when confronted with an attack. Enterprise-grade data backup also provides several major benefits unrelated to ransomware, whether the data loss stems from malware, system failures or human error. The right data backup solution facilitates better information governance and gives organizations the ability to view audit trails and protect data for compliance purposes. A cloud-based backup solution also provides critical off-site storage when on-premise data is at risk.

A 6-Step Plan for Data Backup

Druva's data protection experts have outlined six proactive steps that IT can use to keep data safe. These steps provide the foundation of a backup plan that is highly efficient, seamlessly executed and unnoticeable to the end user.