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**ESG BUSINESS JUSTIFICATION BRIEF**

# AWS Marketplace Series:
# N2WS: Delivering AWS Backup/Restore, Disaster Recovery, and Data Lifecycle Management

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## Cloud Infrastructure Data Protection Challenges

Effectively executing, restoring, and managing backups in public cloud environments are difficult tasks. IT teams struggle with the complexity of using backup services designed for on-premises environments that are "shoe-horned" into public cloud deployments.

Adding to the backup challenge is that organizations' data is growing; ESG research found that 45% of respondents stated that their data is growing by more than 20% annually, with 23% of those respondents citing growth by more than 40%.[1] Furthermore, data silos are posing challenges to organizations, preventing them from delivering a holistic view of their data. When asked what risks data silos pose, ESG research respondents' two most often cited responses were wasted spending on storage and time taken away from other strategic tasks.[2]

Amazon Web Services (AWS) defines a shared responsibility model, delineating the customers' responsibilities and AWS' responsibilities to help ensure security and compliance, which includes creating, restoring, and managing backups. Given the long-standing challenges, how can businesses best justify their investments in tools that help streamline the creation, restoration, and management of backups in their public cloud deployments?

### Drivers of Public Cloud Data Protection Services Consideration [3]

**38%**
Store data remotely for disaster recovery.

**30%**
More cost-effective than in-house solutions and processes.

**30%**
Reallocate IT personnel and resources to more strategic applications and systems.

## Managing Cloud Data Protection

N2WS, a data protection service for AWS users, empowers enterprises to manage storage and infrastructure, orchestrate recovery of critical resources, and archive data for compliance—all from one user interface.

With N2WS, your organization can:

Create agentless AWS-native backups stored in a non-proprietary format in your AWS account.

Deliver rapid and flexible recovery of instances, data volumes, individual files and folders, and entire applications with near-zero recovery time objective (RTO).

Build flexible backup policies and schedules with custom retention and data lifecycles, including archiving to lower cost Amazon S3 storage tiers.

Automate disaster recovery across AWS Regions and AWS accounts to protect you from failures and malicious attacks.

**Why AWS Marketplace?**

Choose from thousands of solutions

Pay only for what you use

Help to ensure data protection, disaster recovery, and data lifecycle management

AWS Marketplace is a digital catalog with thousands of software listings from independent software vendors that make it easy to test, buy, and deploy software that runs on AWS. Solutions are available through a wide variety of delivery methods.

Other benefits include:

- Ready-to-run software.
- Searchable catalog.
- Detailed usage tracking.

- Free trials.
- Simple procurement, no provisioning required.

## ESG Business Justification

- AWS Marketplace brings streamlined deployment to enterprise-class IT. IT administrators can immediately begin using N2WS to execute backup/restore operations, disaster recovery plans, and backup data lifecycle management.

- ESG observed the ease and speed of deploying N2WS, executing backups for all entities in an AWS account, achieving near-zero RTO, and configuring backup data lifecycle management policies.

- Reduce storage costs by up to 75% with enhanced Amazon S3 archiving. Scale to petabytes and garner increased savings and efficiencies as your AWS platform grows.

**Why N2WS?**

Automate backups, deliver near-zero RTO, and build disaster recovery implementations.

Back up user data and AWS configuration data across multiple AWS Regions within your AWS accounts.

Lower storage and compute costs and automate data lifecycle management by customizing data retention, data archival, and deletion policies.

## The Bigger Truth

Executing backups, delivering fast restorations, implementing disaster recovery plans, and managing backup data assets are all historical IT team challenges. Additionally, ESG research notes that almost two-thirds (64%) of respondents believe that their IT environment is more complex than it was 2 years prior. How should IT teams proceed to deliver data protection, a long-standing critical IT function, in the AWS Cloud setting?

ESG believes the business justification for an AWS Marketplace N2WS investment is clear: AWS Marketplace gets you to the cloud quickly and cost-efficiently with preconfigured solutions that expand your capabilities without adding effort or risk. Building and delivering your backup data protection services with N2WS helps ensure security and compliance in AWS Cloud deployments. From backup policies, fast restorations, and comprehensive backup data management to disaster recovery, N2WS backup automation enables you to adhere to the AWS shared responsibility model.

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