



# datto

**Safeguarding the World's  
Business Data**

# Michael DePalma

Channel Development  
Manager





- **Founded in 2007**
- **800+ Employees Worldwide**
- **70% Support & Development**
- **250+ Petabytes of data protected**

# RETHINK BACKUP















PEOPLE  
ARE YOUR  
GREATEST  
RISKS





## Pentagon Data Breach Shows Growing Sophistication Of Phishing Attacks

by [Sarah Kuranda](#) on August 7, 2015, 11:40 am EDT

U.S. officials confirmed this week that the Pentagon was hit by a spearphishing cyberattack last

What makes them more effective is the amount of advance knowledge the attackers have in order to trick the recipient into clicking on the link," Patterson said.

The attack occurred around July 29 and used what officials called a "sophisticated [spearphishing](#)" technique. The suspected Russian hackers, which may or may not be connected with the Russian government, used automated social engineering tactics to gain information from employee social media accounts and then used that information to conduct a [spearphishing](#) attack, according to CNN, which first reported the attack.



# RETHINK BACKUP (disasters)



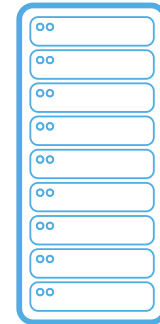
**START  
THINKING  
CONTINUITY  
(downtime)**

# WHAT'S NOT CONTINUITY?

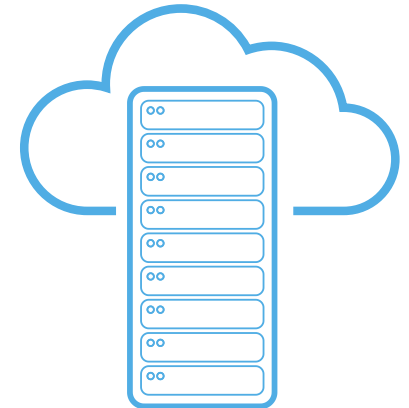
- **Cloud Only**
- **Local Only**
  - Including Tape
- **File Based Backup**



DESKTOPS



PHYSICAL  
SERVERS



CLOUD  
SERVERS

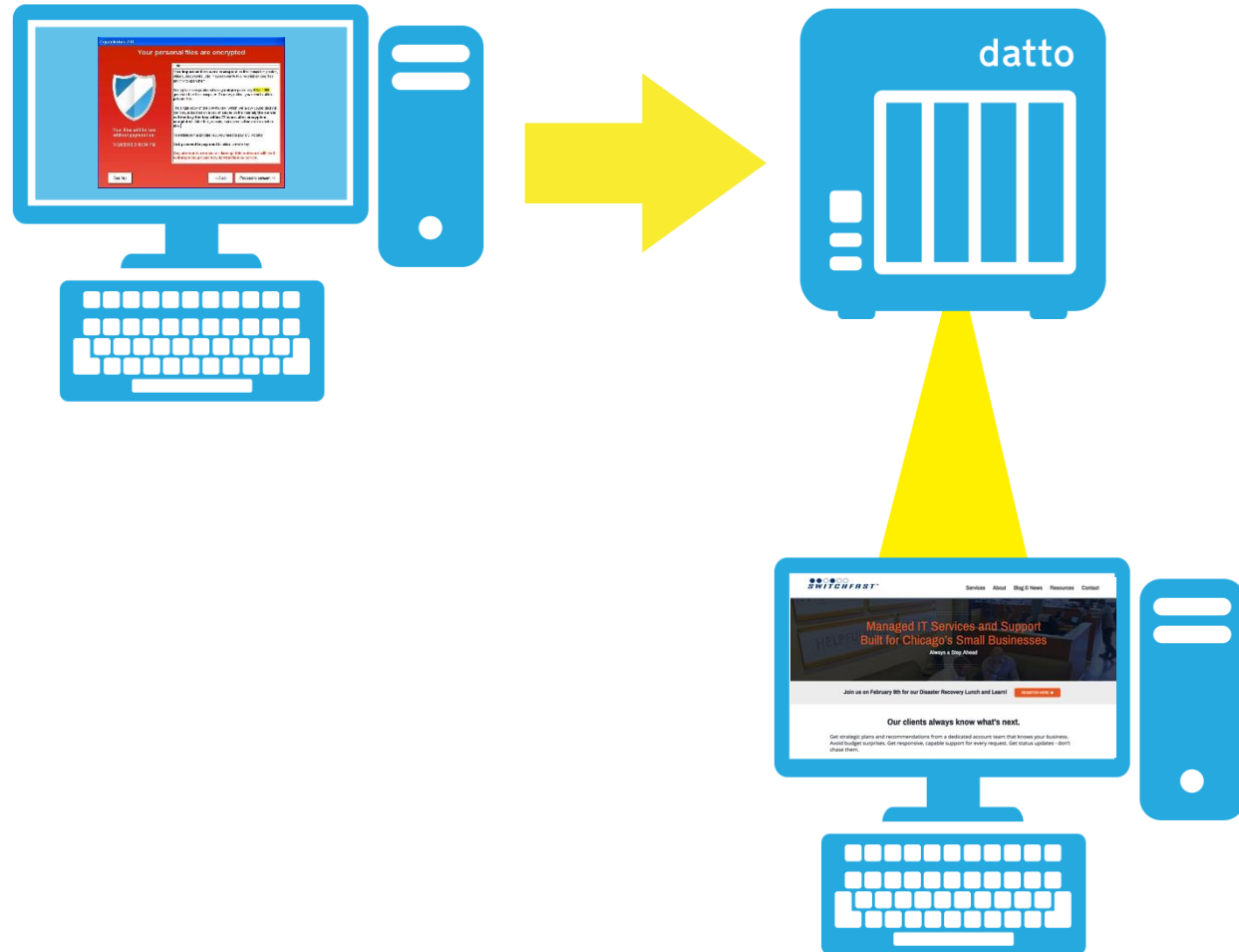
# CONTINUITY IS...

- Hybrid Cloud based backup
- Image based backup
- Delivers superior RTO & RPO
- Eliminates Downtime
- Virtualization





# INSTANT VIRTUALIZATION



## Benefits of Virtualization

- Reduces downtime
- Helps your RTO/RPO
- Local and cloud

**BUT WAIT...**

**DATTO**

**TAKES IT**

**ONE STEP**

**FURTHER**

# DATTO PROVES IT...

## Backup Verification Report From ETSirisDevice2

ET-PH0N3H0ME - 12:02pm Tuesday 8/16/2016 EDT

Below is a Screenshot image of your machine after an HIR was performed and it was booted in a Virtual Environment. This screenshot should be showing your machines login screen, indicating that the machine is fully booted and ready to operate.



This screenshot serves as a verification that your backup occurred and the HIR was successful.

**Proof that the back up happened**

**Peace of mind for you and your staff**



**ONE MORE  
THING...**

A **BIG** THING

**COSTING SMALL  
& MIDSIZED  
BUSINESSES**

**\$60B/YR**

# RANSOMWARE

THE IMPACT IS  
WIDESPREAD



# OF 1,100 DATTO PARTNERS RESPONDING:

A circular progress indicator with a white ring that is 91% filled, representing the percentage of partners reporting recent attacks.

**91%**

report recent attacks  
amongst small business  
clients

A circular progress indicator with a red ring that is 40% filled, representing the percentage of partners who experienced six or more attacks in the last year.

**40%**

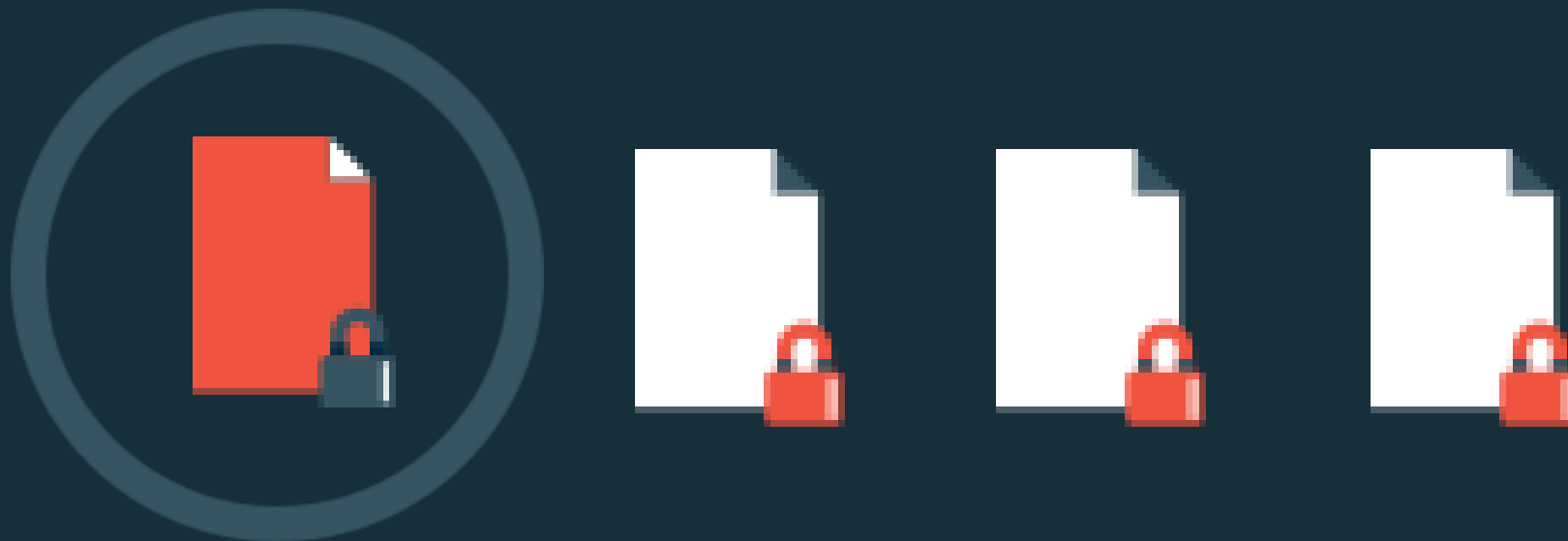
experienced six or  
more attacks in the last  
year

A circular progress indicator with a teal ring that is 31% filled, representing the percentage of partners reporting multiple ransomware attacks in a single day.

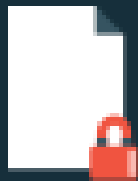
**31%**

report multiple ransomware  
attacks in a single day amongst  
small business clients

Less than 1 in 4 ransomware incidents are reported to the authorities



1 in 4 who did so never recovered the data



**RANSOMWARE**

**IS RUNNING RAMPANT**





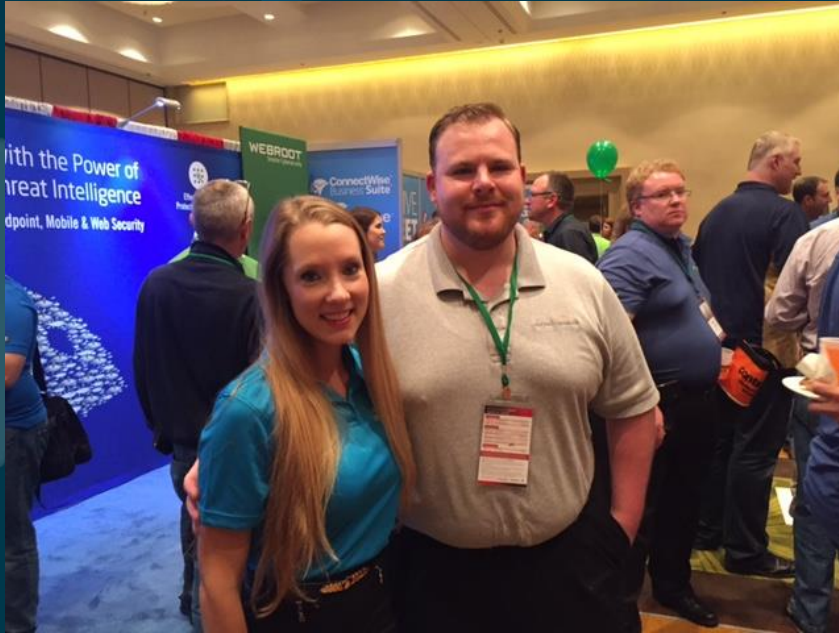
The background of the slide is a dark blue color. It is populated with numerous Datto backup devices, including both desktop and rack-mountable models, scattered across the frame. The devices are rendered in a lighter blue, semi-transparent style, creating a sense of depth and repetition. The main text is centered in the upper half of the image.

# INVERSE TECHNOLOGIES RaaS Made Easy!

(Datto's Social Experiment)

# INVERSE TECHNOLOGIES

## RaaS Made Easy!



datto

## All Businesses experience...

How many people have experienced these disasters?



INTELLIGENT BUSINESS CONTINUITY

**BUT...**

**I ALREADY**

**HAVE A GREAT**

**BACKUP SOLUTION**



# Hackers Hold SFMTA's Computer Network Hostage For \$73K Ransom



Security / Cyber-Attack Knocks Out San Francisco Transit System Fare Terminals

## Cyber-Attack Knocks Out San Francisco Transit System Fare Terminals

By Sean Michael Kerner | Posted 2016-11-28 [Print](#)

[Tweet](#) [LinkedIn](#) 5 [Like](#) 90 [Share](#) 1 [Share](#) 95 [Email](#)

## San Francisco Metro System Hacked with Ransomware; Resulting in Free Rides

Sunday, November 27, 2016 Swati Khandelwal

[G+](#) 68 [Like](#) 4.2K [Share](#) 2292 [Tweet](#) 418 [Share](#) 154 [share](#) 2925





**WE'LL JUST  
RESTORE  
FROM OUR  
BACKUP SOLUTION**

**NETWORK DOWN**  
**FOR**  
**TWO DAYS**  
**(FRIDAY & SATURDAY AFTER THANKSGIVING)**

**SFMTA**  
**PROVIDES**  
**735,000 RIDES A DAY**  
**(\$1 – 2.25 PER RIDER)**

# TOTAL REVENUE LOST

**\$1.5 – 3.3 MILLION!!**

# IT'S AN EPIDEMIC





**BUT WE'RE DOING  
SOMETHING  
ABOUT IT...**

**SOMETHING NO  
OTHER CONTINUITY  
PROVIDER IS  
DOING...**

**INTRODUCING...**

**RANSOMWARE  
DETECTION**

# HOW IT WORKS:

**We run analytics to comparing the two most recent snapshots to identify Ransomware footprints**

**We will notify you of any changes that indicate suspicious activity**

**We will indicate the latest clear version of the file to expedite the restore**

# RETHINK BACKUP



**START  
THINKING  
CONTINUITY**

**TOTAL**

**DATA**

**PROTECTION**

**datto**

**THANK YOU**

**MDEPALMA@DATTO.COM**