



# ESCAPING THE SILENT CRISIS

The transition from exclusively on-premises business IT to hybrid on-premises/cloud environments is among the most important events in the history of business computing.

It has increased scalability, flexibility, and innovation opportunities. Often it has become essential for corporate workflows and inter-corporate collaborations.

**90%** of IT leaders say they are managing distributed hybrid environments.

## THE FOLLOWING DATA FROM RUBRIK TELEMETRY AND WAKEFIELD RESEARCH SHOWS, HYBRID ENVIRONMENTS HAVE ALSO CREATED UNPRECEDENTED HAZARDS:



Attacks are coming over at least 10 vectors.



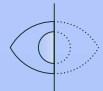
Malicious actors are exploiting hybrid cloud systems relentlessly.



90% of respondents have been attacked.



~1/5 are attacked at an average of every other week.



80% of all attacks are now identity attacks.

## AS A RESULT

**86%** of companies surveyed report paying a ransom when facing extortion demands.

**3/4** say attackers were able to access and harm their data.

## THESE HAZARDS ARE BECOMING A CRISIS, AND NO ONE IS TALKING ABOUT IT...

...probably because few have a good plan. Instead, they slowly move to the cloud, say they're counting on cloud providers to fix the issue, or simply ignore it and call it a cost of business. **Companies must get ahead of threat actors by thinking like them.**



Access **The State of Data Security: A Distributed Crisis** report for more actionable insights.

## IT DOESN'T HAVE TO BE LIKE THIS IF YOU TAKE ACTION.



Regain control through system awareness, protection plans, and recovery.



Locate and classify sensitive data in categories.



Continuous backup and restoration, both in the cloud and on premises.