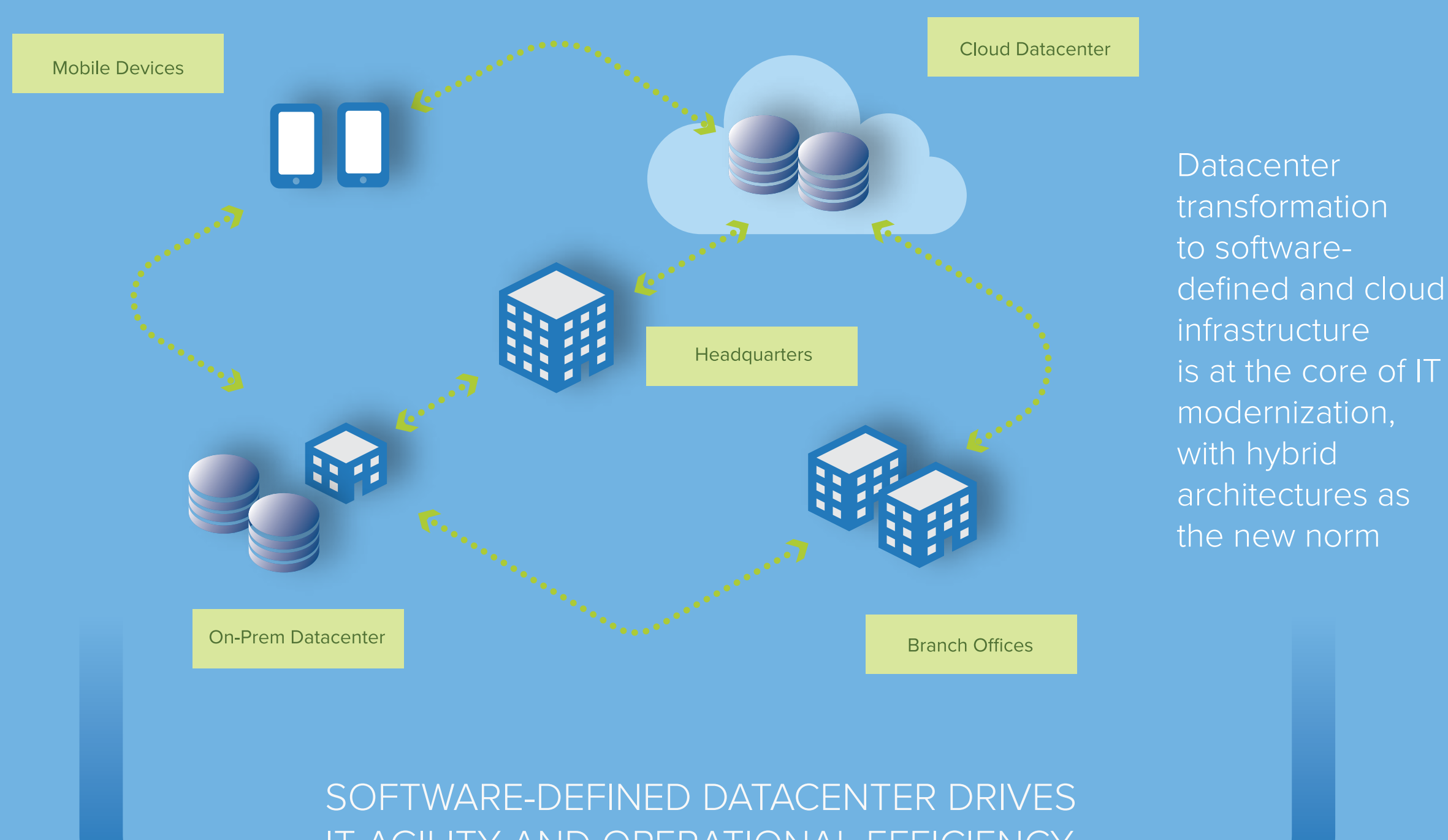


MORE AND MORE ORGANIZATIONS COMPETE ON CUSTOMER EXPERIENCE, TECHNOLOGY AND TIME-TO-MARKET

CORRESPONDING BUSINESS PRIORITIES:

- Digital transformation
- New cloud-based business models
- Business agility and efficiency
- Rich, engaging customer experience

IT IS EVOLVING TO BECOME A PROVIDER OF SERVICES TO SUPPORT BUSINESS

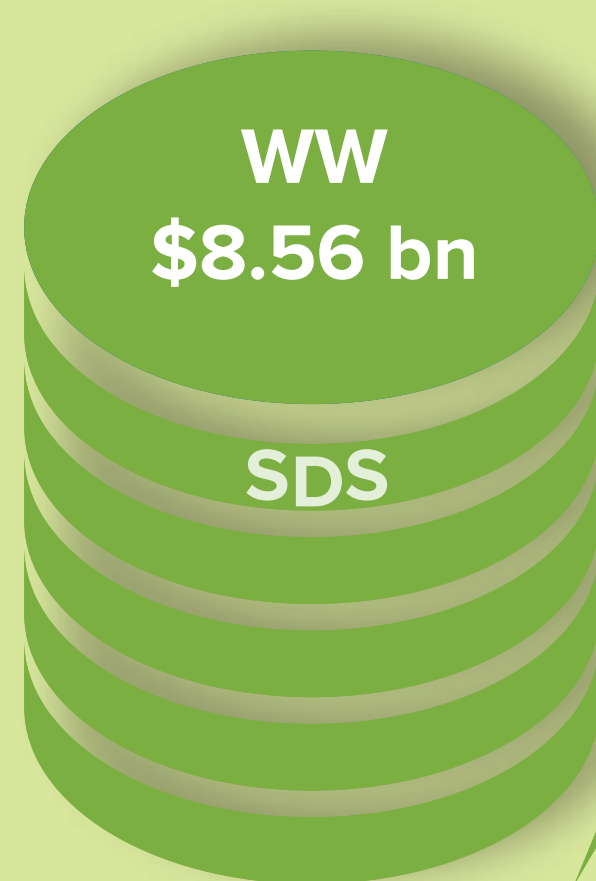


Datacenter transformation to software-defined and cloud infrastructure is at the core of IT modernization, with hybrid architectures as the new norm

THE 3 PILLARS OF THE SDDC¹:



Software-Defined Compute will expand at a CAGR of 4.2% in 2016 – 2021



Software-Defined Storage will expand at a CAGR of 13.5% in 2016 – 2021



Software-Defined Networking will expand at a CAGR of 25.4% in 2016 – 2021

HYPERCONVERGENCE

- HCI drivers:
- Lower storage latency
 - Ease of purchase, deployment, configuration, and maintenance
 - Efficient scale-out

Of which: Hyperconverged Infrastructure (HCI) is the **fastest-growing segment** with \$2.2 bn WW investment in 2016 and a CAGR of 26.6% in 2016 – 2021

CLOUD GIVES IT UNPRECEDENTED FLEXIBILITY AND SPEED TO PROVISION SERVICES ON-DEMAND

According to IDC's 2017 CloudView Survey², **87%** of cloud users have adopted some hybrid-cloud capabilities, while **56%** of users already run more than one type of cloud deployment

“SOFTWARE-DEFINED DCs AND HYBRID CLOUD ARCHITECTURES ARE THE NEW NORMAL”

SECURITY NEEDS TO KEEP UP

CHALLENGES OF LEGACY SECURITY:

Was designed for legacy and physical infrastructure

SECURITY REQUIREMENTS FOR HYBRID INFRASTRUCTURE:

Is optimized for software-defined and hybrid environments

IMPACT ON INFRASTRUCTURE UTILIZATION, PERFORMANCE AND END-USER EXPERIENCE

Puts heavy demand on system resources in virtual environments

Minimizes impact on system resources by deduplicating and rationalizing security efforts

Competes for resources with production workloads, causing latency in application response and diminishing consolidation ratios

Yields to production workloads, reducing latency and improving hardware utilization

ABILITY TO SUPPORT CLOUD INFRASTRUCTURE

Cannot ensure consistent protection as machines migrate between on-premises and cloud infrastructure

Integrates with on-premises and cloud infrastructure-management tools to ensure visibility and consistent protection for dynamic VMs

Lacks flexible licensing models to support a variety of workloads

Provides both consumption-based and annual licensing for different workload types

IMPACT ON OPERATIONAL EFFICIENCY

Is inefficient to operate; requires manual provisioning and administration; may need multiple agents and consoles to deliver basic defenses

Is highly automated and efficient to operate. Provides a single-console / single-agent protecting all hybrid-cloud workloads

Has limited scalability; requires multiple concurrent deployments to cover devices above the maximum threshold

Has a modular architecture, enabling virtually unlimited scale-out for carrier-grade deployments

SECURITY EFFICACY

Lacks layered next-generation capabilities, hence sufficient efficacy

Delivers layered next-generation capabilities to prevent, detect, investigate, and respond to known and unknown threats

DATACENTER SECURITY MUST BE A PRIORITY FOR ALL ORGANIZATIONS

Average cost of a data breach³ \$3.62 million

Attacks happen continuously – from spear phishing and ransomware to hacking and cryptojacking

Advanced persistent threats can circumvent or defeat endpoint security. Security layers residing outside of the OS (e.g., hypervisor introspection) are required to combat them



This infographic is brought to you by **Bitdefender**, the creator of award-winning **GravityZone Security for Virtualized Environments**, the next-generation datacenter- and cloud-workload security platform that promotes the operational efficiency and performance of hybrid infrastructure, and **Bitdefender Hypervisor Introspection**, the revolutionary security solution that operates at the hypervisor layer, protecting against breaches and advanced targeted attacks. To learn more, please visit bitdefender.com/business

¹ IDC market sizing, 2017

² <https://www.idc.com/getdoc.jsp?containerId=prUS42878417>

³ Ponemon Institute, 2017 Cost of Data Breach Study