

# Ransomware Threats Are Growing:

Is Your Backup Strategy  
Keeping Up?



Many organizations hit by ransomware believe paying the ransom will restore their data. Yet the reality is harsh. Most never regain full access. And even when decryption is successful, downtime, legal costs, and reputational damage remain. A secure, immutable backup strategy that enables rapid recovery and ensures business continuity, no matter the threat.

The solution? A secure, immutable, backup strategy that enables swift recovery and ensures business continuity, no matter the threat.

## Why a Proactive Backup Strategy Matters

Relying on existing backups without a proactive plan can expose you to:

- Extended downtime, leading to lost productivity and revenue.
- Costly fines and legal consequences due to regulatory compliance violations.
- Permanent loss of critical data, resulting in reputational damage.

With NAKIVO Backup & Replication and [Partner Name's] expertise, your business gains a secure, high-performance defense against cyber threats.

# How NAKIVO and [Partner Name] Strengthen Backup Resilience

At [Partner Name], we understand the rising threat of ransomware. Without a modern backup strategy, organizations risk data loss, extended downtime, and costly recovery efforts. Here's how NAKIVO and [Partner Name] deliver advanced protection designed to counter evolving cyber threats.



## Immutable backups

Prevent ransomware from altering, encrypting, or deleting critical data. Even if an attack reaches production systems, backups remain untouched and recoverable.



## Encryption

Secure backups during transfer and storage to prevent unauthorized access and data breaches—ensuring compliance with regulatory requirements and standards.



## 3-2-1 strategy

Ensure comprehensive data protection with multiple copies across different locations—onsite, offsite, public/private cloud, tape, etc.



## Flexible recovery for any scenario

Downtime is costly. With near-instant recovery for VMs, physical servers, files, and applications, businesses can restore operations in minutes, not days.



## Disaster recovery

Automate disaster recovery workflows with site recovery, ensuring rapid failover, while replication and real-time replication maintain up-to-date copies of critical systems for fast recovery.



## Safe restores

Protect your production environment by scanning backups for malware before recovery, ensuring that only clean data is restored and reducing the risk of reinfection.

# The Rising Costs of Ransomware and Growing Challenges of Data Protection

The numbers tell a clear story: relying on traditional backups alone is no longer enough. To ensure true resilience, businesses need a modern approach—one that protects data at every stage. This is where [Partner Name] and NAKIVO provide the expertise and solution to make that happen.

**94%** of ransomware attacks target backups\*

— once infected, organizations often have no clean recovery point.

\*[Sophos, 2024](#)

**21 days** is the average downtime\*

following a ransomware incident, leading to operational disruptions and revenue loss.

\*[Jumpcloud, 2024](#)

**\$4.88 million** is the average total cost

of a data breach, excluding indirect losses like reputational damage.

\*[IBM, 2024](#)

**92% of businesses** never recover all data

even after paying the ransom—attackers often leave systems corrupted or demand additional payments.

\*[Forbes, 2021](#)

## Resilient Backup Is an Investment in Business Continuity

[Partner Name], as a trusted NAKIVO provider, helps you implement robust, future-proof backup strategies that defend against evolving cyber threats. With proactive protection and rapid recovery, your organization stays resilient and ready to face any challenge.

Take the first step toward ransomware resilience.

[Book a demo](#)

### About NAKIVO

NAKIVO is a US-based corporation dedicated to delivering the ultimate backup, ransomware protection and disaster recovery for virtual, physical, cloud, NAS and SaaS environments. Over 16,000 customers in 185 countries around the world trust NAKIVO to protect their data, including major brands like Coca-Cola, Honda, Siemens and Cisco.