

November 2020

# RANSOMWARE

Is there a magic wand solution?

  
**Hewlett Packard**  
Enterprise

**INGRAM** MICRO<sup>®</sup>



# A GROWING THREAT

- In 2019, incidence of ransomware increased by 235%

Source: Malwarebytes, 2020

- 1.5 million new phishing sites are created every month by criminals.

Source: Webroot, 2017

- 24% of firms experience weekly ransomware attacks; for 18% it's daily

Source: ESG, 2020

- The average ransomware demand was \$233k in the third quarter 2020

Source: Coveware Q3 ransomware report

## A MULTI-BILLION DOLLAR BUSINESS IN 2020

Global travel financial services company - \$6 million

Strategic US defence contractor - \$500,000

US university - \$1.14 million

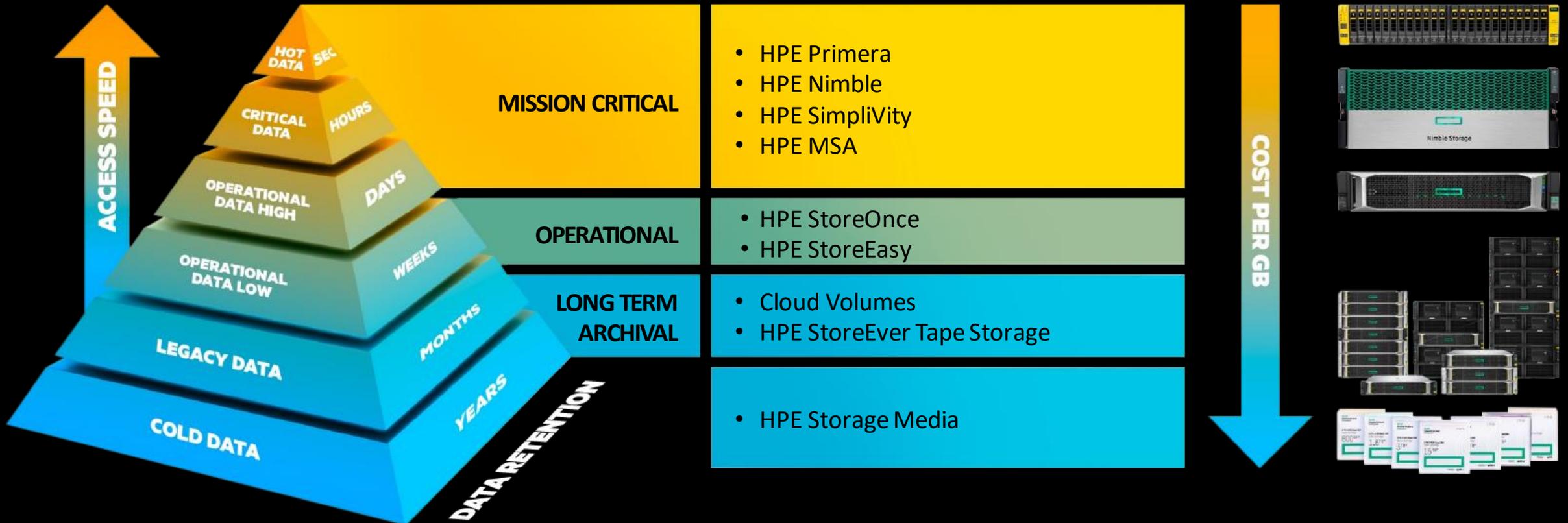
International travel services provider - \$4.5 million

Argentine government agency - \$4 million

Pakistani energy supplier - \$3.8 million

Multinational energy company - \$14 million

# HPE'S TIERED STORAGE PORTFOLIO



“The best approach is to focus on defense in depth and have several layers of security as there is no single method to prevent compromise or exploitation.”

FBI Spokesperson in interview with ‘Bleeping Computer’ Magazine



MAKE HPE STOREEVER TAPE YOUR LAST LINE OF DEFENCE  
AGAINST THE THREAT OF RANSOMWARE

# RANSOMWARE AND THE 3-2-1-1 RULE



THREE COPIES  
OF YOUR DATA



TWO  
DIFFERENT  
MEDIA TYPES



ONE STORED  
OFF SITE



ONE OFFLINE  
BEHIND AIR  
GAP

# BUILD A CIRCULAR FORTRESS

**RANSOMWARE**

Maintain patches and antivirus software on end points.

Use different credentials for backup system access and different backup file systems (Veeam and HPE Storage).

Isolate backup stores from ransomware command and communication sets (StoreOne Catalyst).

Deploy immutable object storage (Scality RING).

Extend backup depth using the cloud (HPE Cloud Bank Storage and HPE Cloud Volumes)

Use LTO tape to create an air gap that ransomware cannot breach (HPE StoreEver LTO tape).

# LTO LETS YOU RECOVER FAST!

- LTO-8 can store up to 30 TB per tape
- Compressed speeds of up to 750 MB/sec
- Copy a 1 PB archive onto 80 LTO-8 cartridges
- Ship anywhere in hours or days





AN HPE STOREEVER MSL3040  
COSTS LESS THAN \$30K FOR 100 TB



# CONFIGURATION EXAMPLES FOR RANSOMWARE DEFENCE

**Hewlett Packard Enterprise**

## HPE STOREEVER MSL3040 TAPE LIBRARY SOLUTION WITH 500 TB LTO-8 MEDIA

For Med Sized/ Corporate Businesses



**DESCRIBE THE TYPICAL CUSTOMER THAT THIS SOLUTION WOULD FIT?**

- Customers who are concerned about ransomware attacks or natural disasters and want to keep a copy of their data off line.
- Customers who would like to free up more space on their primary or secondary storage arrays.
- Customers who would like to invest in a tried and tested solution to cope with data growth.

**EXAMPLE CONFIGURATION**

QTY	PRODUCT #	PRODUCT DESCRIPTION
1	Q6Q2B	HPE StoreEver MSL 3040 Scalable Library Base Module
1	AF570A	HPE C13 - BS-1363A UK/HK/SG 250V 10Amp 1.83m Power Cord
1	AG467A	HPE Medium Standard Delivery-Door/Door Service
1	C0H27A	HPE StoreEver MSL LTO-6 Ultrium 6250 SAS Drive Upgrade Kit
1	Q6Q84A	HPE StoreEver MSL LTO-6 Ultrium 6250 FC Drive Upgrade Kit
2	AE465A	HPE StoreEver MSL 3040 Scalable Library Expansion Module
2	TC406AAE	HPE StoreEver MSL TapeAssure Advanced Electronic Licence
1	HA113A1	HPE ProLiant Add On Options Install Service
1	HA113A1	HPE StoreEver Drive Power Supply Cord Install Service
2	C7976AN	HPE LTO-6 Ultrium 6.25TB MP RW Non-Custom Labelled Data Cartridge 20 Pack
1	HA114A1	HPE Installation and Startup Service
1	HA114A1	HPE StoreEver MSL2024/4048/3040 Startup Service
1	H7J34A3	HPE 3Y Foundation Care 24x7 Service
1	H7J34A3	HPE MSL 3040 Base Module Support
1	C7978A	HPE Ultrium Universal Cleaning Cartridge

**ESTIMATED END USER COST \$83,100**

**Hewlett Packard Enterprise**

## HPE STOREEVER MSL3040 TAPE LIBRARY SOLUTION WITH 480 TB LTO-7 MEDIA

For Medium Sized Businesses



**DESCRIBE THE TYPICAL CUSTOMER THAT THIS SOLUTION WOULD FIT?**

- Customers who are concerned about ransomware attacks or natural disasters and want to keep a copy of their data off line.
- Customers who would like to free up more space on their primary or secondary storage arrays.
- Customers who would like to invest in a tried and tested solution to cope with data growth.

**EXAMPLE CONFIGURATION**

QTY	PRODUCT #	PRODUCT DESCRIPTION
1	Q6Q2B	HPE StoreEver MSL 3040 Scalable Library Base Module
1	AF570A	HPE C13 - BS-1363A UK/HK/SG 250V 10Amp 1.83m Power Cord
1	AG467A	HPE Medium Standard Delivery-Door/Door Service
1	AW65A	HPE StoreEver MSL LTO-7 Ultrium 5000 FC Drive Upgrade Kit
1	N7P3A	HPE StoreEver MSL LTO-7 Ultrium 5000 FC Drive Upgrade Kit
1	Q6Q84A	HPE StoreEver MSL 3040 Scalable Library Expansion Module
1	Q6Q84A	HPE StoreEver MSL 3040 Scalable Library Expansion Module
2	C7976AN	HPE LTO-7 Ultrium Non-Custom Labelled Data Cartridge 20 Pack
1	HA113A1	HPE ProLiant Add On Options Install Service
1	HA113A1	HPE StoreEver Drive Power Supply Cord Install Service
2	C7976AN	HPE LTO-6 Ultrium 6.25TB MP RW Non-Custom Labelled Data Cartridge 20 Pack
1	HA114A1	HPE Installation and Startup Service
1	HA114A1	HPE StoreEver MSL2024/4048/3040 Startup Service
1	H7J34A3	HPE 3Y Foundation Care 24x7 Service
1	H7J34A3	HPE MSL 3040 Base Module Support
1	C7978A	HPE Ultrium Universal Cleaning Cartridge

**ESTIMATED END USER COST \$63,500**

## Hewlett Packard Enterprise

DESCRIBE THE TYPICAL CUSTOMER THAT THIS SOLUTION WOULD FIT?

- Customers who are concerned about ransomware attacks or natural disasters and want to keep a copy of their data off line.
- Customers who may be using a standalone tape device, or external hard drives, and who want to move to a secure, automated backup and archiving solution.
- Customers who would like keep a local copy of their data to complement their existing cloud data protection services.

For more detailed information on how to sell, explain and overcome sales objections, please refer to the HPE StoreEver Competitive Battlecard at [hpestoragesupplies.com](http://hpestoragesupplies.com)



## HPE STOREEVER MSL3040 TAPE LIBRARY SOLUTION WITH 100 TB LTO-6 MEDIA

For Small SMB's



### EXAMPLE CONFIGURATION

QTY	PRODUCT #	PRODUCT DESCRIPTION
1	Q6Q2B	HPE StoreEver MSL 3040 Scalable Library Base Module
1	AF570A	HPE C13 - BS-1363A UK/HK/SG 250V 10Amp 1.83m Power Cord
1	AG467A	HPE Medium Standard Delivery-Door/Door Service
2	C0H27A	HPE StoreEver MSL LTO-6 Ultrium 6250 SAS Drive Upgrade Kit
1	Q6Q84A	HPE StoreEver MSL 3040 Upgrade Power Supply Kit
2	AE465A	HPE SAS Min-Min 1x-4m Cable Assembly Kit
1	TC406AAE	HPE StoreEver MSL TapeAssure Advanced Electronic Licence
1	HA113A1	HPE Installation Service
1	HA113A1	HPE ProLiant Add On Options Install Service
2	HA113A1	HPE StoreEver Drive Power Supply Cord Install Service
2	C7976AN	HPE LTO-6 Ultrium 6.25TB MP RW Non-Custom Labelled Data Cartridge 20 Pack
1	HA114A1	HPE Installation and Startup Service
1	HA114A1	HPE StoreEver MSL2024/4048/3040 Startup Service
1	H7J34A3	HPE 3Y Foundation Care 24x7 Service
1	H7J34A3	HPE MSL 3040 Base Module Support
1	C7978A	HPE Ultrium Universal Cleaning Cartridge



**ESTIMATED END USER COST \$27,900**

Based on HPE Corporate Price List pricing as of 1/9/20. Actual invoice price may be different.

[hpestoragesupplies.com](http://hpestoragesupplies.com)



# TAPE'S TCO ADVANTAGE OVER 10 YEARS

**86% cheaper than all-public cloud**  
\$2.358M versus \$329k

**82% cheaper than all-disk**  
\$1.803M versus \$329k

For 1 PB archive growing at 10% CAGR + 3% retrieval per month

## SOCIAL ACCOUNTS AND WRAPUP



[twitter.com/tapevine](https://twitter.com/tapevine)



[linkedin.com/in/andrew-dodd/](https://www.linkedin.com/in/andrew-dodd/)  
[linkedin.com/in/nassrin-schott-40129675/](https://www.linkedin.com/in/nassrin-schott-40129675/)



[www.tapetember.com](http://www.tapetember.com) – public information  
[www.hpestoragesupplies.com](http://www.hpestoragesupplies.com) – reseller portal



# DEFEND YOUR STRATEGIC STORAGE!

- Your customer needs tape
- If they can't buy it from you, they **will** buy it from a competitor
- **Does the conversation stop there?**
- Missing tape is an open door for competition to enter

IBM

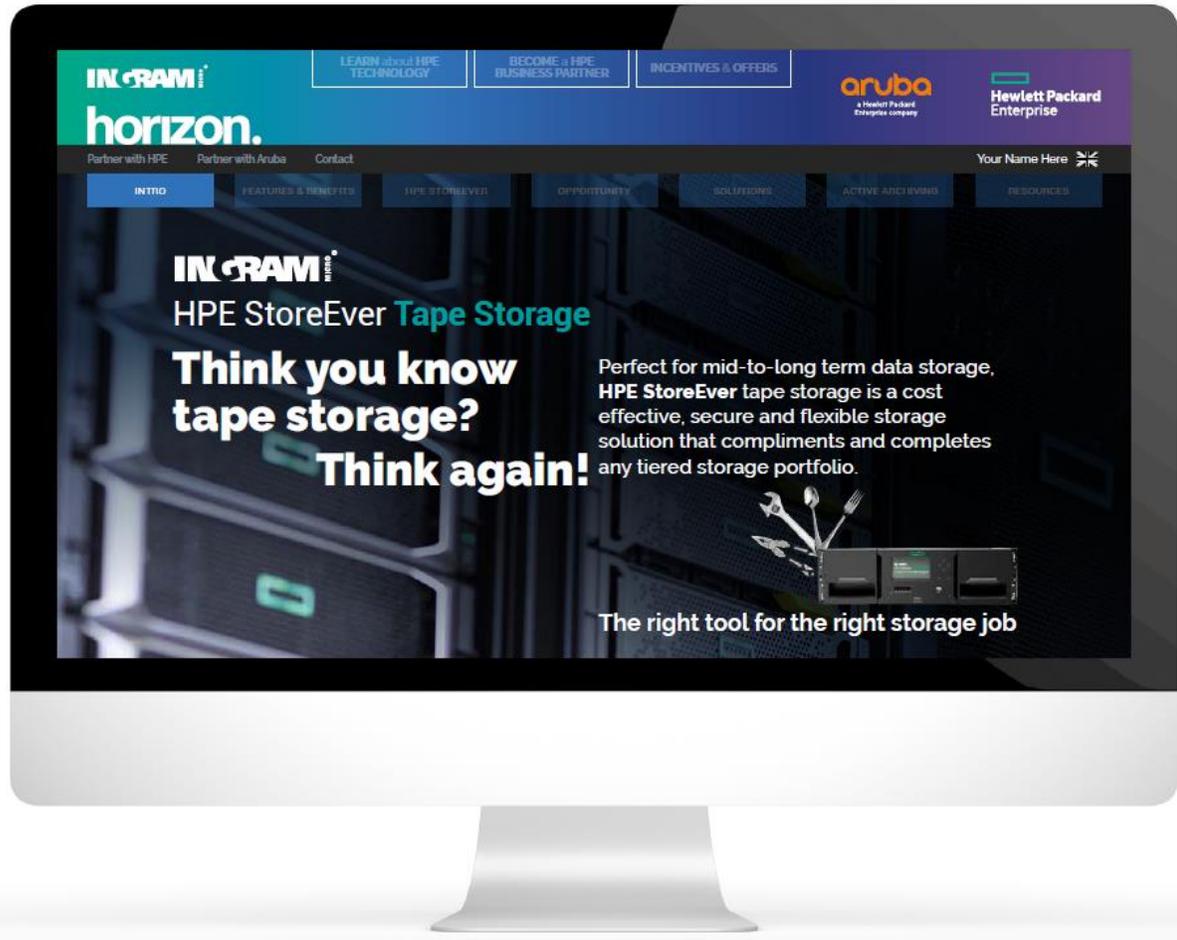
DELL EMC

Quantum



# HORIZON DIGITAL CAMPAIGN LAUNCHING THIS WEEK

[ingramhorizon.com](http://ingramhorizon.com) > [learn](#) > [HPE Solutions](#) > [Storage](#) > [HPE StoreEver](#)



Visit <https://ingramhorizon.com>

# TAPE TUESDAY – RESELLER WEBINAR SERIES

## WEBINAR 1

**Data Protection – How You Can Win Both The Battle And The War With HPE StoreEver Tape**

Date: 10 November

Time: English – 10am CET; German – 2pm CET



## WEBINAR 2

**Ransomware – Is There A Magic Wand Solution, And If So, What Is It?**

Date: 24 November

Time: English – 10am CET; German – 2pm CET



## WEBINAR 3

**“You Cannot Change The Laws Of Physics” – Why All Roads In The Zettabyte Era Lead To Tape**

Date: 8 December

Time: English – 10am CET; German – 2pm CET



## REGISTRATION

English Link:

<https://ingramhorizon.com/uk/resources/tape-tuesday>

German Link:

<https://ingramhorizon.com/at/resources/tape-tuesday>



Q&A



  
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