



**The modern world
is a digital world**

Data is
doubling every
two years

[IDC, The Digital Universe of Opportunities](#)

Data is critical for AI decision making

AI can examine all of the data an organization has collected, on multiple systems over many years, to find new insights and add value

Data is driving the Internet of Things (IoT)

Intel estimates there will be 200 billion
IoT devices by 2020, up from 2 billion in 2006

Data is now
“the world’s most
valuable resource”

The
Economist

[economist.com/leaders/2017/05/06/
the-worlds-most-valuable-resource-is-no-longer-oil-but-data](https://economist.com/leaders/2017/05/06/the-worlds-most-valuable-resource-is-no-longer-oil-but-data)

Which means
protecting data is now
a basic human need



Air



Water



Food



Shelter



Cyber Protection

But today's
data owners face
three emerging
challenges

COMPLEXITY

Workloads Are Leaving the Data Center

The edge and endpoints are rapidly being used to create, access and store data

SECURITY

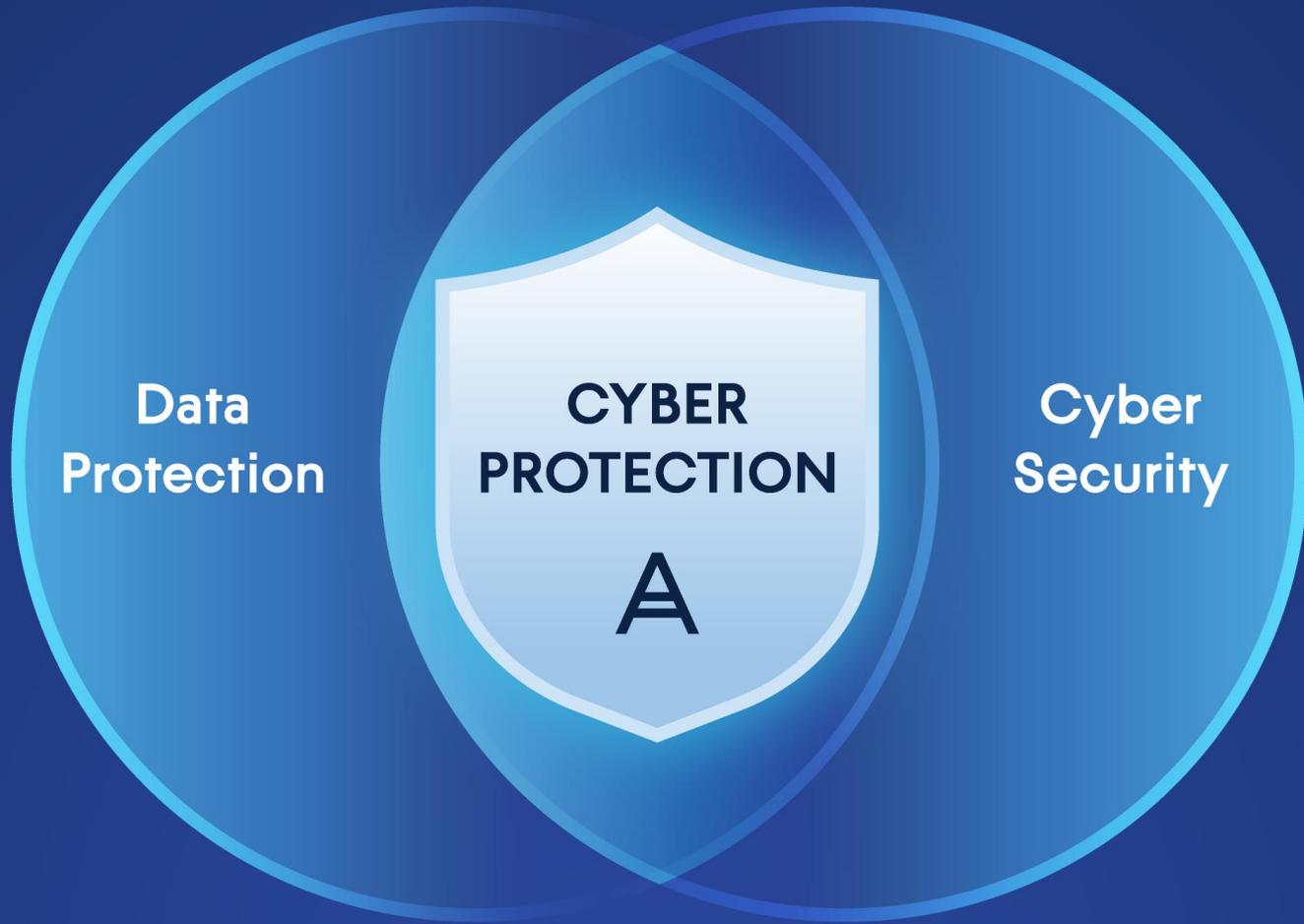
Hackers Have Gone Industrial

Greater computing power
and AI create more sophisticated
and damaging attacks

COST

Predictable Budgets Are Needed

Storage costs and staffing IT
to manage bigger data volumes
is a budgetary challenge



Modern approach for modern protection

Acronis

What goes into
implementing effective
cyber protection?

There are 5 Vectors of Cyber Protection (SAPAS)



Safety



Accessibility



Privacy



Authenticity



Security



Safety

Data can be easily destroyed, either accidentally or intentionally.

Ensure a reliable copy of your data is always available



Accessibility

The digital world demands mobile and remote data access.

Make your data easily available from anywhere at any time



Privacy

Data privacy is vital to prevent theft, misuse or corruption.

Control who has visibility and access to your data



Authenticity

Unauthorized edits
threaten your files
and systems.

Blockchain
notarization proves
your data is true
and original



Security

The digital world is filled with ever-evolving malware and online threats.

Protect your data, apps and systems against malicious threats

**These 5 Vectors
of Cyber Protection**
are all critical, but they often
work against each other



Locking a computer inside
a vault may guarantee
data safety, for example...

But the data becomes
inaccessible, making it
practically useless



Only
Acronis

balances all 5 Vectors
of Cyber Protection

Acronis

Acronis delivers
cyber protection
that is easy, efficient
and secure

EASY

Intuitive solutions mean
less time learning and more time
protecting

EFFICIENT

Purchasing one solution
addresses all cyber protection
vectors

SECURE

Integrated security includes
anti-malware, privacy and file
authenticity solutions

Acronis

SAPAS: Five Vectors of Cyber Protection



Safety

Ensure that a reliable copy of your data is always available



Accessibility

Make your data easily available from anywhere at any time



Privacy

Control who has visibility and access to your data



Authenticity

Have undeniable proof a copy is an exact replica of the original



Security

Protect your data, apps, and systems against malicious threats

Acronis

**Get CyberFit:
Make sure you're
covering all
Five Vectors of
Cyber Protection**

[Learn more](#)