



## Infinidat Expands its Cybersecurity Offerings

By Jean S. Bozman

Focusing on the rising wave of cyberattacks and ransomware threats to commercial and government sites, Infinidat is highlighting its security offers, and expanding its cyber-resilience software products.

Now, the company is expanding its international channel-partner program, investing in growing its user base worldwide. In recent weeks, Infinidat said it is enhancing its channel partner programs in EMEA (Europe/Middle East/Africa) and in Asia/Pacific, including Japan. A worldwide Certified Partner Program is being launched, first in the Americas, and then in EMEA and Asia/Pacific and Japan. The company said that it is adding partner advisory boards for the channel this year.

Infinidat, based in Waltham, MA, and in Herzliya, Israel, added to its portfolio of data protection offers, including SLA (service-level-agreement) guarantees to customers, this fall. Its storage platforms are designed to ensure high availability for data that supports customers' enterprise applications. The company has long offered data protection and rapid recovery of backup data – while supporting an array of widely-deployed third-party ISV backup/recovery software.

### What It's Like Out There

Ransomware attacks and cyberattacks on enterprises, SMBs, academic/education sites and state/local governments have been growing in recent years (2020-2022), making data protection a top-of-mind priority for a wide range of IT user sites. Attack sites have included the [Los Angeles Unified School District](#), and several U.S. cities, including [Baltimore](#) and [Oakland](#), among others.

That concern from IT and business managers is making the speed of data-recovery a competitive factor in its market space. Infinidat's appliances and storage systems compete with systems from Dell, HPE, Hitachi, IBM, and others. All of these vendors, including Infinidat, see customers' concerns about business



continuity rising, along with the increased incidence of cyberattacks and ransomware attacks.

### **Attacks Affecting SMBs and Government Agencies**

Big corporations have long been the targets of cyber-attacks – something that CISOs have been addressing in recent years. Yet, significantly, many cyber-attacks are being aimed at SMBs (small- and medium-businesses), and state and local governments – many of which may have limited IT resources to combat web-driven cyber-attacks. Widely publicized attacks have hit government agencies, health-care institutions, and hospitals, and, even, school districts, in 2020-2022.

The ability to recover from irregular operations and outages, and to do so quickly, is becoming increasingly important for enterprise applications – including those in cloud service providers, managed hosting providers, and state agencies. Normal business operations can come to a halt for customers hit by cyberattacks and ransomware, causing costly business losses and impacting end-user confidence.

Often, ransomware attacks come with a multi-million-dollar price-tag – and much of the data could be lost if attacks are not found and addressed quickly. But finding the data that has been attacked is still a challenge for many customers, with “dwell” times following cyber-attacks climbing as high as 200 days until discovery. That means some attacks will not be discovered for months, driving home the point – long understood by IT executives that: “There’s no time for downtime.”

### **Infinidat Marketing Focused on Speed-of-Recovery**

Infinidat is making the speed of data-recovery a competitive factor in its market space. The firm’s InfiniSafe software is built into its InfiniBox and InfiniGuard platforms, provided at no charge. InfiniSafe software addresses logical air-gapping, immutable snapshots, fenced forensic environments to analyze the cause of data attacks, and rapid recovery to production environments.



By design, best practices are incorporated into the Infinidat solutions, so that immutable images of data are managed consistently across an organization. Built-in automation for the InfiniBox and InfiniBox SSA II (flash-based) platforms use autonomous automation to speed up the identification of data that was attacked, and thus must be restored to its pre-attack state.

Automation is key to data protection, avoiding instances when vital data snapshots are not completed frequently or consistently using manual administration. The ability to respond quickly is becoming more pressing, due to government compliance rules, changing corporate policies are changing, and the rapid growth of cyberattacks and ransomware attacks.

## **Recent Announcements**

We note here that [Infinidat announced rapid recovery guarantees on the InfiniBox and InfiniBox SSA in August, 2022](#) (the InfiniBox SSA model is an all-flash array). Recognizing that data volumes have grown in recent years, storage capacity was increased to [17 petabytes \(PB\) per rack in recent months](#).

Next, Infinidat released a set of cyber-resilience software products in October and November. In October, Infinidat added [rapid recovery guarantees](#) for secondary storage systems, including InfiniGuard guarantees that restore snapshot data quickly, following a customer's discovery of a cyber-attack. Specifically, Infinidat offers guarantees of under one minute or less for InfiniSafe immutable snapshots on the InfiniBox and InfiniBox SSA platforms – and recovery-time of 20 minutes or less for InfiniSafe immutable snapshots on InfiniGuard.

In November and December last year, Infinidat showed its cybersecurity solutions along with its software partners, including Veeam, Veritas, VMware, and others, at several industry conferences. This is significant because of the breadth of third-party software support in the data-recovery space, as Infinidat works with ISV software partners to expand its presence in enterprise and SMB accounts.



## Summary

As it expands its installed base of global enterprise customers, Infinidat is reaching out to customers that use co-los (co-location sites) and cloud service providers (CSPs), in addition to customers who use corporate data centers. Overall, more than half of the Infinidat systems are sold through the channel worldwide.

This focus on accelerating growth on a global basis – as it grows its ecosystem of global channel partners shows the Infinidat's determination to grow both revenues and profits. Now, it is making the investments to achieve those goals, even as inflation and, in some places, recession appear in some of the geographies in which it markets.

That approach has proven to be a productive business strategy for many large companies during previous historic downturns around the world – and that is likely why Infinidat is positioning its sales and marketing organizations to leverage the eventual rebounds, across the world's geographies.

