

Acronis Backup Effectively Solves Ransomware Problems for Globally Acting Automotive Enterprises

The automotive industry is the engine of Europe. Delivering 6.6 million 'Made in Europe' vehicles around the world, the European auto industry is a global player that generates a €95 billion trade surplus and employs 12.7 million people. Industry investments in research and development total €32 billion, which makes the EU's automotive sector the largest investor in R&D, accounting for 25 percent of total spending.

Today, competition within the industry drives high expectations. Since automakers rely so heavily on sophisticated IT solutions and process automation, the ability to ensure both continuous availability of business data and minimal downtime of production systems can create a competitive advantage for a manufacturer.

To compete, global automotive companies must keep their IT environment completely secure and constantly available – without any disruptions or data loss.

Business Challenge

It can happen to any company: A ransomware attack hits the factory and affects several systems. Realistically, the factory may rely on more than 300 virtual servers running on more than 50 virtual hosts with different hypervisors: VMware, KVM, Citrix or Hyper-V. All of these machines create countless critical data sets that a car manufacturer cannot afford to lose. Ransomware is a horrific threat to their business because if it affects even a few systems, the production line will likely stop,

resulting in a huge financial loss. If company data is corrupted, encrypted or deleted, the disruption could last minutes, hours, or longer – depending on the backup and recovery software being used.

To guarantee that a fast recovery from a reliable backup is possible, it is vital that multiple copies of the backup file are in different locations. That strategy ensures a clean copy is available if the primary backup is damaged, unusable or lost.

In addition, the manufacturer also should be able to recover their servers and workstations to a specific point in time when they know their data and systems were fine. This recovery point may be needed if the data in the last backup (or the last backup file itself) is compromised.

For automakers, having backup software that enables both of these data protection strategies is critical. But there are more risks to consider.

The need for more sophisticated, cutting-edge data protection is also driven by the fact that traditional anti-virus solutions don't provide sufficient protection against modern cyberattacks. Traditional solutions usually detect malware by comparing an app against a database of known threats. If the database isn't up-to-date or a strain of ransomware that has never been seen before hits, the attack will continue unchecked. In addition, traditional anti-virus solutions do not protect backup files, which is a problem since recent attacks and analysis show that backups have become the target of most modern ransomware strains.

Against this backdrop, auto manufacturers should ensure business continuity by enhancing their backup and recovery capabilities – especially if some components of their IT environment are outdated and vulnerable to modern cyberattacks. Long-established companies with complex IT infrastructures may not be prepared to react to today's online threats.



With attacks from rapidly evolving ransomware looming as a constant risk, automotive companies need to ensure they have 100 percent recovery of their production-related servers and workstations following an attack. That requires a new generation data protection solution like Acronis Backup.

Solution

Install Acronis Backup

A perfect solution to address these challenges is Acronis Backup. Delivering next generation data protection that meets the needs of today's automotive industry, it protects any workload, scales without limits, saves you money, and keeps your business running.

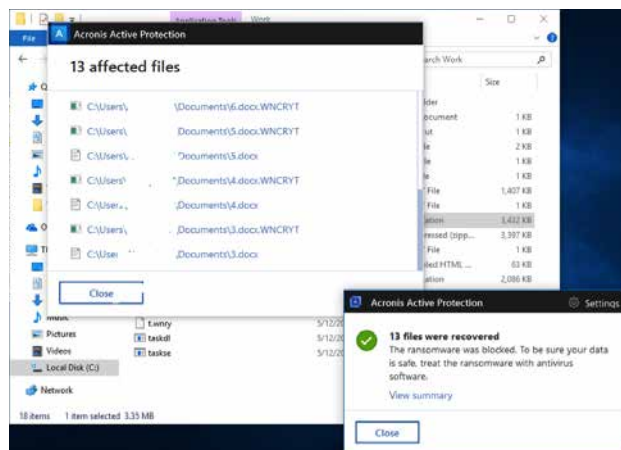
Acronis Backup:

- Ensures business continuity by recovering from disasters in mere seconds and proactively avoiding downtime.
- Keeps every bit of your data protected, no matter how much you generate or what technology you onboard.
- Enables you to run backups as often as you need without impacting overall system performance, improving your RPO and saving money in case of disaster.

Supporting 21 platforms, Acronis Backup reliably protects data regardless of the size or location – virtual, physical, cloud and mobile. As your data needs grow or your infrastructure evolves, keeping your company data secure is easy with flexible, scalable storage and simple backup administration.

One of its key features is Acronis Active Protection, an artificial intelligence-based technology that helps avoid costly downtime caused by malware and ransomware attacks. Combining behavioral heuristics and white-listing, this integrated defense actively prevents unauthorized modification and/or encryption of files.

Acronis Active Protection constantly observes patterns in how data files are being changed on a system. One set of behaviors may be typical and expected, while



another set of behaviors may reveal a suspect process that is taking hostile action against files. By detecting and stopping malicious behavior (instead of malicious code), Acronis' approach is exceptionally effective at stopping all ransomware attacks, even from new variants that have never been seen before.

Acronis Backup also offers a way to keep an IT infrastructure and its data completely protected, minimizing disruptions to the company's productivity. Companies can manage and reduce RTOs much better with Acronis Instant Restore. It lets you boot a copy of your system on an existing Microsoft Hyper-V or VMware vSphere ESXi host directly from the backup storage – without moving data. Since you are not moving data, the recovery time can be reduced to mere seconds.

Managed through an easy-to-use interface, these innovative features combine with other capabilities – like bare-metal recovery (remote and automated), off-host backup operations, and the ability to restore to the same or new hardware – to make Acronis Backup the perfect data protection solution for automotive companies. That means if a server breaks down and needs a restore the company does not need to wait for a repair or an identical hardware replacement. The data can be stored on any system and this saves time and management overhead.

Benefits

Because of its extensive experience in the industry, Acronis understands the unique needs and challenges facing automotive companies. As a result, automotive manufacturers using Acronis Backup enjoy a number of benefits while protecting their valuable data and keeping their production and business processes running.

Customers appreciate the fact Acronis stays in constant contact throughout the sales and installation cycle. Many others value how easy-to-use Acronis Backup is, with granular reporting and an intuitive dashboard that helps IT teams to get up and running in no time.

Another important consideration is the ability to meet the requirements of Service Level Agreements (SLA) and Recovery Time Objectives (RTO) – especially reducing RTOs considerably.

Customers also benefit from the innovative application of disruptive technologies. Acronis integrated blockchain technology to make customer data less vulnerable to unwanted alteration, while making it easy to prove a file's authenticity through blockchain-based timestamp, verification, and electronic signature features like Acronis Notary and Acronis ASign.

By installing Acronis Backup, automotive companies are able to restore important data quickly and easily in the event of a system malfunction or hardware failure. They typically report an end to malware/ransomware attacks – but even if ransomware strikes, it will be detected and blocked, and any potentially corrupted data will be automatically restored from a backup.

Finally, automotive companies also benefit from the efficiencies added to their data protection by using Acronis Backup. Shorter backup windows and less time spent on administrative efforts allows the IT team to focus on other priorities. Acronis Backup is a great solution for addressing the IT challenges of today's automotive industry.

About Acronis

Acronis sets the standard for hybrid cloud data protection through its backup, disaster recovery, and secure file sync and share solutions. Powered by the Acronis AnyData Engine and set apart by its image technology, Acronis delivers easy, complete and affordable data protection of all files, applications and operating systems across any environment — virtual, physical, cloud and mobile. Founded in 2003, Acronis protects the data of over 5 million consumers and 500,000 businesses in over 145 countries. With more than 100 patents, Acronis products have been named best product of the year, and cover a range of features, including migration, cloning and replication. Today, Acronis solutions are available worldwide through a global network of service providers, distributors and cloud resellers.

For additional information, please visit www.acronis.com