



NEW RULES

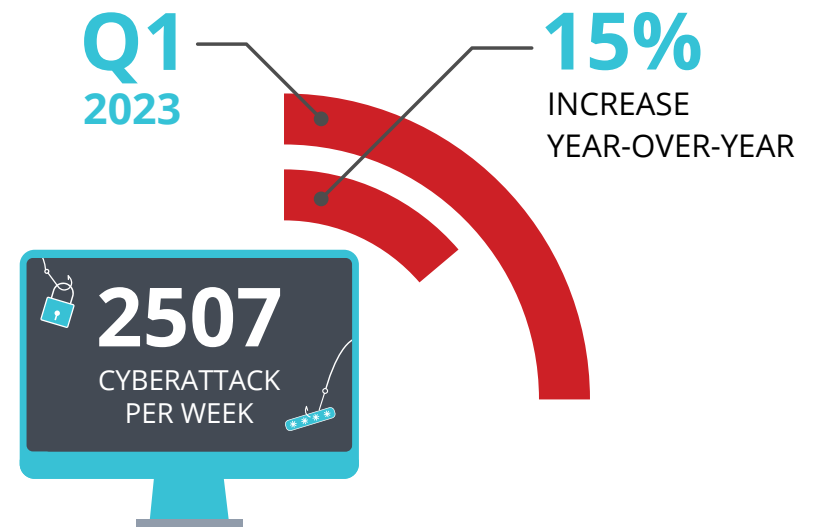
OF RECOVERY FOR K-12 & HIGHER EDUCATION

In an era where digital transformation has become integral to teaching, learning and administrative processes, the educational sector faces a myriad of data protection challenges. In Q1 of 2023, educational institutions faced an average of **2,507 cyberattack attempts per week**, indicating a 15% increase year-over-year. Now, more than ever, educational establishments depend on IT to provide continuous availability of mission-critical workloads, data and applications.

Prioritizing data protection in education is essential to maintaining trust, ensuring student privacy and safeguarding sensitive information in an increasingly digital learning environment. However, the narrow, task-based approach of piecemealed legacy IT solutions has left gaps in coverage, invited complexity and left educational institutions bogged down in low-value, manual tasks.

At Unitrends, we believe it's time for educational establishments like yours to reimagine data backup and recovery. We've devised the **New Rules of Recovery** to help you begin the shift from a traditional approach to a solution-focused approach that's resilient, secure and reliable. With our solution-focused approach, we're giving IT the power to deliver tangible benefits and meet the challenges of a digital world today and tomorrow.

A new approach that's built on the new rules of the day.

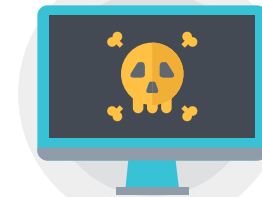


DIVERSE INFORMATION STORED IN MULTIPLE PLACES

According to a recent research by Comparitech, between 2018 and mid-September 2023, K-12 and higher education institutions in the U.S. experienced **386 recorded cyberattacks**. It's estimated the cost of these downtime incidents exceeded \$35 billion.

Educational institutions hold large volumes of diverse information, including personally identifiable information, financial records, student records, research projects, lesson plans and exam results, making them lucrative targets for threat actors. Educational data is constantly growing, driven by factors such as increasing enrollment, multimedia content creation and research projects. Managing and protecting this diverse set of information can be challenging since it's increasing rapidly and residing in multiple places.

386
RECORDED
CYBERATTACKS



RULE NO. 01 Implement a comprehensive data protection solution to cover all aspects of educational data.



The training and support from the get-go has been top-notch. From learning about what [Unitrends] can do, implementing it, and having it up and running to where we can manage it so easily — it kind of blew my mind.”

TONY RAMIREZ
Chief Technology Officer,
West Covina Unified School District



UNIFIED PLATFORM

Unitrends Unified Backup is an all-in-one backup and recovery solution built to protect your institution's data against ransomware, data loss and downtime — no matter where it lives. Whether your data is stored on-premises, in public clouds (IaaS), Software-as-a-Service (SaaS) applications or endpoints, Unitrends protects everything, everywhere.



SINGLE UI

Unitrends UniView simplifies data complexity by unifying on-premises, SaaS and cloud data protection. It allows you to manage all your backups from a single place. It includes robust security features like two-factor authentication, ensuring only authorized personnel have access to your institution's devices and sensitive data.



FLEXIBLE AND SCALABLE

From 2TB to 120TB and everything in between, there's a Unitrends appliance (physical or virtual) that fits your needs and budget. As your data volume grows, it's simple to scale up, out or to the cloud.

The education sector witnessed a surge in ransomware attacks in 2023. About [80% of education providers fell victim to ransomware attacks](#) in 2023.

Cyberthreats, including ransomware attacks and data breaches, increasingly target educational institutions. Budget constraints, limited IT resources, outdated technology and unsophisticated or inexperienced users (including teachers) are some key reasons that make them easy targets. It's no surprise that ransomware attacks are more successful in educational environments, [with 74% of those attacks being able to encrypt data](#) compared to 65% globally.



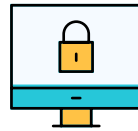
RULE NO. 02

Ensure data integrity and availability in the event of a cyberattack.



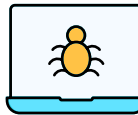
We've had two separate ransomware incidents where users informed me that their files were encrypted with a message about paying a ransom. It was trivial and quick for me to restore the data from the Unitrends backup.

GARY HALBEDEL
Network Administrator,
Bethlehem Central School District



HARDENED BACKUP PLATFORM IN LINUX

Unitrends appliances are built on a hardened Linux platform, minimizing Windows attack exposure. They are equipped with multifactor authentication, automated ransomware detection, encryption, access control and secure protocols.



RANSOMWARE DETECTION

Unitrends ransomware detection uses artificial intelligence and machine learning to identify behavior symptomatic of a ransomware infection. It runs automatically against every backup, analyzing the entropy of file changes and other attributes to identify infected backups.



OFF-SITE, IMMUTABLE CLOUD STORAGE

To ensure your data is protected against accidental and intentional deletion and ransomware attacks, Unitrends provides a dedicated cloud service, [Unitrends Forever Cloud](#), for secure, off-site retention of your data stored in an immutable cloud architecture.



AUTOMATED RECOVERY TESTING

Unitrends enables automated recovery testing, both locally and in the Unitrends Cloud. This intelligent feature works with your backup appliance to automatically test and certify your recovery objectives and SLAs ahead of time so you can recover with confidence.

BUDGET CONSTRAINTS AND LIMITED IT EXPERTISE

According to USA Today, [62.3% of vacancies in the IT sector](#) go unfilled every month. The report by The Multi-State Information Sharing and Analysis Center® revealed that [the average school spends less than 8% of its IT budget on cybersecurity](#), with one in five schools committing less than 1%.

Many educational institutions face budget constraints, limiting their ability to invest in advanced data protection solutions or hire skilled IT professionals. Balancing cost-effective measures with comprehensive data protection is a constant challenge.

RULE NO. 03

Explore intelligent and easy-to-use backup and recovery solutions that protect your IT investments and simplify data protection while enhancing efficiency.



PROTECT YOUR IT INVESTMENTS

*FLEX*spend for Unitrends future-proofs your IT investments while delivering on ever-changing business needs. This unique program allows you to easily reassign your committed contract investments from one solution to another (for example, from appliance-based backup to SaaS-based Microsoft 365 protection) within the Unitrends Unified Backup suite as your data landscape evolves.



We use the Unitrends appliance for disaster recovery of our virtual machine infrastructure. It is an inexpensive, easy-to-use platform that is truly set-it-and-forget-it. It was easy to set up, simple to use, and has a low total cost of ownership.

PATRICK BERNOTAS
Technology Director,
Taylor Community Schools



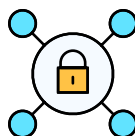
EFFORTLESS DATA PROTECTION

Protecting your data shouldn't mean added work or complexity. Unitrends appliances are preconfigured with compute, storage, networking and backup software. With minimal configuration and an intuitive user interface, you can start protecting your critical data without a steep learning curve.



SLA POLICY AUTOMATION

Policy-based scheduling automates backups and replication and orchestrates recovery workflows with ease. Unitrends SLA Policy Automation enables you to build a policy based on the desired recovery point objective for a group of assets protected in the same way (assets protected with file-level, image-level or host-level backups). It's easy to establish multiple policies to meet the needs of all your protected assets.



BACKUPIQ INTELLIGENT ALERTS

Unitrends BackupIQ uses artificial intelligence and automation to provide insights, guidance and actions on any potential issues that might jeopardize recoverability, security or performance. BackupIQ's intelligent alerting helps cut through the clutter by enabling you to prioritize issues with rule-based alerting so that the most critical issues are addressed first.

LIMITED IT RESOURCES AND STAFFING CHALLENGES

A significant challenge for campus technology leaders is hiring IT employees, with 74% describing it as either a “moderate” or “severe” difficulty.

Educational institutions often operate with limited IT resources. Managing complex data protection processes with a lean IT team can be challenging.

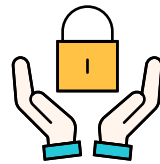


RULE NO. 04 Leverage automation and artificial intelligence to accomplish more with less.



I stayed with Unitrends for the ease of use and exceptional customer service. It gives me peace of mind knowing I have quality backups and great product support.

MEKO STANOSEVIC
Director of Technology,
Union Grove High School



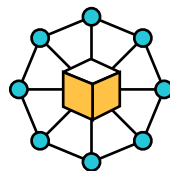
RECOVERY ASSURANCE

Unitrends Recovery Assurance automatically performs the highest level of DR runbook recovery testing with no IT time or effort. It fully certifies workloads at the application-level, performs analytics, measures recovery time and recovery point, and identifies reasons why any recoveries failed.



HELIX

Unitrends Helix is an intelligent SaaS-based remediation platform laser-focused on eliminating manual tasks that IT administrators hate performing. Helix automatically monitors, detects and remediates environmental issues (such as VSS) before they have a chance to impact your backups.



DISASTER RECOVERY-AS-A-SERVICE (DRaaS)

Unitrends DRaaS delivers rapid spin-up of your critical systems and applications in the Unitrends cloud at a cost significantly lower than building and managing your own off-site disaster recovery site. The white-glove service helps to drastically reduce the cost and complexity involved in protecting your critical workloads from any IT disaster.

According to IBM's Cost of a Data Breach Report 2023, [the average cost of a data breach in the education sector was \\$3.65 million in 2023.](#)

Educational institutions often handle sensitive student and staff information, making compliance with data protection and privacy regulations a priority.

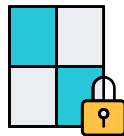
RULE NO. 05 Understand and uphold your role in data protection in the cloud (shared responsibility).

Cloud services, such as Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS), have become a key enabler of IT modernization, and the education sector is no exception. When migrating critical workloads to cloud platforms, it's important to know that cloud data protection is a shared responsibility between you (users) and the service provider.



I have always had some type of off-site backup of critical data. Unitrends just makes it easier because it is all done from one interface.

KEVIN RAY
Director of Technology,
Donelson Christian Academy



SAAS

Unitrends Unified Backup provides end-to-end protection for your Google Workspace, Microsoft 365 and Salesforce data. Our solutions provide automated daily backups and point-in-time and granular restore capabilities that ensure maximum data security and hassle-free recovery.



IAAS

Unitrends Backup for Microsoft Azure enables you to customize protection and streamline the recovery of your critical infrastructure in Microsoft Azure. A single flat-fee subscription delivers hourly replication to the Unitrends Cloud, daily screenshot verification, and DR and DR testing with no tiers or additional costs for data stored, performance and service levels.

Safeguarding sensitive student and institutional information has become increasingly complex due to various factors, including cyberthreats, budget constraints, limited access to facilities and resources, and outdated infrastructures, to name a few. Your institution must take advantage of new, available architectures and technology to empower IT admins to proactively drive strategy and give control over access and visibility into all data streams, whether local, remote or in the cloud. Equipping your institution with the right tools set will ensure critical systems are recoverable and compliant and will help keep you afloat even during unprecedented times.

BOOK A CALL

to discover how Unitrends Unified Backup can help strengthen your institution's data protection strategies.



ABOUT UNITRENDS

Unitrends makes efficient, reliable backup and recovery as effortless and hassle-free as possible. We combine deep expertise gained over thirty years of focusing on backup and recovery with next-generation backup appliances and cloud purpose-built to make data protection simpler, more automated and more resilient than any other solution in the industry.

Learn more by visiting unitrends.com or follow us on LinkedIn and Twitter @Unitrends

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