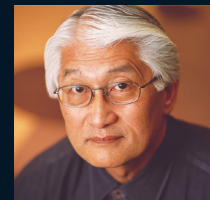


Understand the Real Costs of Data Recovery to Inform Protection Strategy

Key Insights from an Interview with Industry Legend Hu Yoshida



Hu Yoshida
CTO Emeritus, Hitachi Vantara

In 2022 Hitachi Vantara worked with *MIT Technology Review* to take a closer look at the growing sophistication of cyber-attacks and what the genuine costs and consequences are for an organization. The findings were that data recovery is not as straight forward as IT might be led to believe, even for organizations with insurance and backups.

Several key stakeholders were interviewed as contributors to the final white paper [MIT Technology Review: Cyber Resilience Melds Data Security and Protection](#) organizations. Industry legend and Emeritus CTO of Hitachi Vantara Hu Yoshida was one of the experts included. Hu, as part of his [23-year history with Hitachi Vantara](#) has shaped the company's current focus on industry-leading data protection and cyber resiliency products and solutions.

With his extensive background Hu is uniquely qualified to speak about the new ways IT is being challenged by the evolution of ransomware—and how best to respond. In this partial transcript of the interview with *MIT Technology Review*, Hu shares some of his valuable insights.

Data Protection and Cyber Resiliency Solutions from Hitachi Vantara deliver the choice and agility organizations need to enhance their data protection—assuring business continuity, even in the face of ransomware attacks and disasters. Designed specifically with hybrid cloud storage environments in mind with fully transparent SLAs that translate into guaranteed business outcomes with cost-savings and ease-of-planning top of mind. The ability to deploy on-site or within co-locations, along with granular control of data simplifies regulatory and compliance requirements. Support by Hitachi Vantara makes it easy to get started and adjust as you go.

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MIT Technology Review

What are you seeing out there in the real world, in terms of the challenges that IT departments are facing? In terms of trying to get ahead of the threat of ransomware?

Hu Yoshida

Some organizations might assume that their data backups are sufficient protection from risk, or that paying a ransom is the cost of doing business in today's cybersecurity climate. Sometimes people think, 'Well, I've got a backup, so I'm protected.' Or 'I have insurance, so we could just pay and get our data back.' "Even if you retrieve your data from backups, if they have taken your data and they've exfiltrated your data, who knows what happens to the data. Who's going to get it? Or are they going to use it for the next attack, or attack somebody else?"

And so, do you have any suggestions for what people should do during and after a ransomware attack?

Hu Yoshida

Data recovery shouldn't even be your primary consideration. Your first thought should be to realize that the bad guys have breached your security systems and are able to do more harm. You need to immediately take your systems off the net and determine what you need to do to prevent any further intrusion. Once a hacker group has opened a back door into your systems, they can sell that hack to bad actors who want to access your systems for other nefarious purposes, such as using your servers for cryptocurrency mining. The overall management system is key because it sees everything and can identify abnormalities.

Read the Complete Paper

Download the MIT Technology Review: Cyber Resilience Melds Data Security and Protection



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Hitachi Vantara, a wholly-owned subsidiary of Hitachi Ltd., delivers the intelligent data platforms, infrastructure systems, and digital expertise that supports more than 80% of the Fortune 100. To learn how Hitachi Vantara turns businesses from data-rich to data-driven through agile digital processes, products, and experiences, visit hitachivantara.com.

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