

HotLink Enables Service Providers to Battle Cybersecurity Attacks with New Fully-Integrated Veeam Cloud Connect Technology

New beta program offers DRaaS and BaaS providers the first comprehensive solution to identify and remediate rapidly escalating occurrences of cyber threats

SANTA CLARA, Calif., December 19, 2018 – [HotLink® Corporation](#), the market leader in IT transformation solutions, today announced its beta program for Veeam Cloud & Service Providers (CSPs) to address next-generation cybersecurity threats affecting their backup and replication customers. As a Veeam Alliance Partner, HotLink's new technology delivers robust cybersecurity capabilities to identify, analyze and remediate a broad spectrum of security threats that negatively impact disaster recovery as a service (DRaaS) and backup as a service (BaaS) end users.

With this new HotLink technology, Veeam partners can provide their customers with the automated cyber analysis and actionable intelligence to fight compromises that render backups unrecoverable in the event of a cyberattack or other production irregularity.

According to a recent [Ponemon study](#), two-thirds of small- and mid-sized businesses reported a threat evaded their intrusion detection systems, and 53 percent were attacked by ransomware two or more times. As next-generation malware, ransomware, phishing attacks, advanced persistent threats, internal bad actors and inadvertent IT errors escalate in frequency and complexity, threats can lie dormant for months – taking 197 days on average to identify a cyber breach, according to [recent research](#). Months of undetected vulnerabilities then propagate into backup files and disaster recovery (DR) systems designed to protect companies if front-end security solutions fail, making recovery time protracted or often infeasible. HotLink's new technology for Veeam DRaaS and BaaS providers offers a powerful, cost-effective solution for detection and remediation of security threats for end users of all sizes.

“Most organizations count on their backup solution to help them recover from advanced security threats and other cyber incidents,” said George Crump, founder and president of Storage Switzerland. “As cyber threats become more sophisticated, it's taking longer to identify breaches, and this inherently compromises the backup workloads and data that are required for recovery. No one has the time or resources to test every restore point in a sandbox environment. Rather, customers need the automated ability to analyze backup repositories for problem files and compromised data in a practical and cost-effective way. This is precisely what this new HotLink technology is designed to do.”

Industry research shows that more than 50 percent of IT shops indicate security is a top priority in their 2019 budgets. HotLink helps Veeam partners differentiate their DRaaS and BaaS offerings and gain new revenue opportunities by offering robust and unique cybersecurity capabilities, such as fine-grained security fingerprints, correlation to threat intelligence and policy-based analysis of every backup and replica – all without the requirement to restore virtual machines in a sandbox or affecting customer production environments. This is an industry first and an important step toward protecting Veeam customers from the daily attacks facing critical operations. To support various service provider business models, HotLink's cybersecurity technology for Veeam will have a range of licensing options, including:

- Continuous backup and replication cybersecurity fingerprinting and analysis with correlation to multiple threat intelligence feeds, enabling the most comprehensive threat protection and recovery;

- Basic backup and replication cybersecurity fingerprinting and threat analysis, enabling a low-cost, easy-to-use entry level CSP offering; and
- Limited-term cybersecurity analysis following broad-based malware or ransomware outbreaks, assuring customers can identify latent threats and avoid major disaster.

HotLink CEO Lynn LeBlanc said, “Security threats are continuously evolving and evading the front-end tools that companies are deploying. With malware and bad actors becoming more clever by the day, CSPs are in a unique position to fortify backup and DR systems and help eliminate cyber incidents that threaten predictable recovery following a production failure. HotLink’s new technology for Veeam DRaaS and BaaS systems is a giant step forward in helping the market combat accelerating cyberattacks.”

Additional information

- Read: [“Backup has Fallen – How Cyber Threats are Compromising Your Backup System”](#) from Storage Switzerland
- For more information about HotLink’s beta program: Contact sales@hotlink.com
- Are you a Veeam partner interested in cybersecurity offerings for 2019? Contact partners@hotlink.com

About HotLink Corporation

HotLink® enables today’s next-generation data centers to easily adopt a wide range of hybrid computing resources without adding complexity to their IT operations, while delivering advanced security of cloud-based data protection resources. The company’s security division is built around patent-pending fingerprinting technology that provides integrated and continuous, fine-grained cybersecurity protection against the steady stream of IT cyber threats. Only with HotLink can IT teams easily integrate on-site and cloud-based systems, plus protect operations from the escalating complexity and frequency of security breaches. HotLink has earned dozens of awards and industry accolades, including Best of VMworld honors such as Best in Show, Public and Hybrid Cloud Computing, Storage and Backup, and Virtualization Management. HotLink is a privately held, venture capital-backed company based in Santa Clara, California. For more information, visit www.hotlink.com or connect with us on [Facebook](#), [Twitter](#) or [LinkedIn](#).

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