

# All Gone In A Flash. Now Recovered In One.

Get inside the mind of a hacker to uncover the gaps in your security defenses at each stage of a ransomware attack —before, during and after.



When most think about ransomware preparedness, they tend to focus on the moment the attack hits. However, there are crucial steps organizations need to take before, during and after an attack to ensure they can bounce back – and storage platforms play an important role.

We teamed up with former “Black Hat” hacker, Hector Monsegur and Andy Stone, CTO, Americas for Pure Storage<sup>®</sup>, to uncover the motives for hackers today, and how these play out at each stage of an attack.

## The Three Stages Of A Ransomware Attack

**144%**

climb in average ransom demand in 2021 to \$2.2 million<sup>1</sup>.

### 1. Before

Before they attack, hackers are on the lookout for easy targets – those with cyber insurance who are more likely to pay the ransom, and those with weaknesses in their attack surface so they can form a clear attack path.

#### Stay head of attackers with a resilient architecture

With Pure FlashBlade<sup>®</sup>, you can run fast analytics on a consolidated data hub to detect hacker anomalies early, before a hacker encrypts and launches an attack.

### 2. During

Once an intruder has gained access to a service or storage device, they begin encrypting your data, sending operations offline until you pay the ransom. However, paying doesn't guarantee you'll get your data back.

#### Lock things down with immutable snapshots

While the intruder can still gain access and encrypt your data, Pure SafeMode<sup>™</sup> locks and protects data, so they can't be deleted, giving you peace of mind.

**87%**

of organizations are concerned that their data backup copies could also become corrupted by ransomware attacks<sup>2</sup>.

### 3. After

Every minute your business is offline costs you money. A majority of businesses hit by ransomware took more than a month to recover from an attack<sup>3</sup>. That amount of time can be crippling.

#### Make every second count

When disaster strikes, bringing systems back online quickly and at scale is imperative. Pure FlashBlade//S<sup>™</sup> provides petabyte-scale recovery that's up to 3x faster than competitive offerings.

**86%**

of organizations hit by a successful ransomware attack in the last 12 months failed to recover all their data after paying a ransom<sup>4</sup>.

## See How Your Organization Measures Up.

Read the Hacker's Guide to Ransomware Mitigation and Recovery.

[Download Our Whitepaper](#)



1, 3. [start.paloaltonetworks.com/unit-42-ransomware-threat-report](https://start.paloaltonetworks.com/unit-42-ransomware-threat-report)  
2, 4. <https://purestorage.com/resources/type-a/esg-long-road-ahead-to-ransomware-preparedness.html>