

# Max Cloud

Designed to build confidence and enhance security

## 150%

Researchers estimate that the number of ransomware attacks grew by more than 150% in 2020.<sup>1</sup>

## \$20B

Global ransomware damage costs are forecast to rise to \$20 billion by 2021.<sup>2</sup>

## Every 11 seconds

Cybersecurity Ventures predicts that by 2021, a business will fall victim to a ransomware attack every 11 seconds.<sup>2</sup>



Recent ransomware attacks have put security at top of mind for virtually every industry, including broadcast media. In response, many companies are now deploying mission-critical workflows in cloud-based environments to help alleviate concerns, improve security and boost resiliency.

The Max Cloud service from The Weather Company, an IBM® Business, is designed to accelerate disaster recovery with a security-rich IBM Cloud® infrastructure. Key features include the ability to transfer and share content with storage lockers that are managed by IBM's robust security layers and allowing a sister station to fill in when a station goes dark.

### On-premises



On-premises solutions may be:

- **Less secure** and more vulnerable to attacks
- **At risk** for possible data loss if manual backups are not performed frequently
- **Prone to corruption** or unwanted changes when files are at rest, in motion or in use
- **Susceptible to disruptions** in weather content creation and distribution if attacked

### Cloud



The Max Cloud service is built to offer:

- **Greater protection** against attacks due to strict IBM security protocols and Max applications verifying the content before transferring to the cloud lockers
- **Accelerated recovery** after disruptions by using automatic, off-site backups
- **Increased resiliency** with regional workgroups that enable business continuity, so if an attack affects one station, others in the regional workgroup can takeover

To discuss how Max Cloud can help your station become more proactive and safeguard your weather systems, [contact us now](#).

<sup>1</sup> "Number of ransomware attacks grew by more than 150%," Help Net Security, March 8, 2021, <https://www.helpnetsecurity.com/2021/03/08/ransomware-attacks-grew-2020>

<sup>2</sup> "Cybercrime To Cost The World \$10.5 Trillion Annually By 2025," Steve Morgan, Cybercrime Magazine, November 13, 2020, <https://cybersecurityventures.com/cybercrime-damages-6-trillion-by-2021>

© Copyright IBM Corporation 2021.

IBM, the IBM logo, ibm.com, and IBM Cloud are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. The Weather Company® and the Weather® logo are trademarks or registered trademarks of TWC Product and Technology, LLC, an IBM Company. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at [www.ibm.com/legal/copytrade](http://www.ibm.com/legal/copytrade).

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.

Statement of Good Security Practices: IT system security involves protecting systems and information through prevention, detection and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, misappropriated or misused or can result in damage to or misuse of your systems, including for use in attacks on others. No IT system or product should be considered completely secure and no single product, service or security measure can be completely effective in preventing improper use or access. IBM systems, products and services are designed to be part of a lawful, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products or services to be most effective. IBM DOES NOT WARRANT THAT ANY SYSTEMS, PRODUCTS OR SERVICES ARE IMMUNE FROM, OR WILL MAKE YOUR ENTERPRISE IMMUNE FROM, THE MALICIOUS OR ILLEGAL CONDUCT OF ANY PARTY.