

# 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 encrypted transfer to or from 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>

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