



OTAWA[®] Brand guidelines

Consistency is key to build a successful brand

This brand guide contains the visual communication rules necessary to maintain brand consistency.

You will see the permitted uses of the brand, how to build it, how to apply it, colors, typography, elements, and more.

The goal is simple. We want everyone - our team, our visitors, our customers, our partners - to recognize our brand no matter where they see it.

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1

Brand foundation

Meet OTAVA®

This is what drives our people, what we stand for as a brand, and what sets us apart from the rest.

Brand manifesto

At OTAVA, we believe in empowering human potential beyond what's possible today. We do this with quiet confidence, empathy, and an energetic spirit.

We are bold in our thinking and creative in our approach.

To us, it's about bringing a human touch to a technical world.

And we thrive on the beauty of technology and people coming together.

We are driven by our passion to solve problems and defined by our integrity. But we don't do this because we are told — we do this because it's who we are. Because it's part of our DNA.

We exist to uncover your greatest potential, so together, we can redefine what's possible tomorrow.

Elevator pitch

The world is automated. People are not. That's why we deliver multi-cloud solutions with a personal touch. We simplify the complex and protect what's important so you can keep doing what you do best. We bridge the gap between humans and data, platforms and services, syncing them in perfect harmony to achieve extraordinary results. We aren't just innovation. We're collaboration. We don't just elevate the cloud. We elevate our clients. We are OTAVA. Where people and technology come together to empower what's possible.

Brand values

Without our values, we'd just be another cloud provider



People first

We value people and human relationships above all else.



Be authentic

Have fun. Be real. Bring your whole self. Make it weird.



We win together

We build mutually beneficial relationships and goals.



Act with integrity

We do the right thing with full transparency. Always.



Culture of service

We are obsessed with serving others, our clients, and each other.

Brand mission

To help our clients solve mission-critical business challenges through compliant, secure, and intelligent multi-cloud solutions

Vision statement

To be a recognized leader of people-orchestrated cloud services, delivering solutions that offer peace of mind while enabling transformational growth

The brand mission is strictly internal. Some companies choose to share it with the public on an 'About us' page or in a deck, but in that context, it should always be seen as this is what we tell ourselves when we get up

The vision statement is used internally to set a north star of what the company wants to achieve. It can be used externally but in limited use, like in pitch decks, CEO interviews, etc.

Brand pillars



People-centered

Human relationships and expertise are at the core of our approach. Technology and people together.



Purpose-built

We design cloud solutions that simplify the complex and are tailored to meet your individual business goals.



Protection-minded

Security is on your mind—ours too. We give you peace of mind in compliance, continuity, recovery, and data safety.



Potential-focused

We exist to help you reach your business potential and are dedicated to growth that meets your needs.

Positioning

For enterprises and channel partners, OTAVA is the premier cloud provider of compliant and secure multi-cloud solutions that are purpose-built to achieve their individual business goals and empower their potential so they can thrive in the cloud.

Value proposition

A human approach to technology so your business can thrive in the cloud

The **value proposition** is a concise statement of what OTAVA brings to the table. It is intended to summarize why a customer would choose OTAVA and communicates the clearest benefit customers receive.

The **positioning statement** defines how we show up in the market and what makes OTAVA unique. It is for employees' eyes only and ensures all business are on par with our overall brand identity.

2

Design elements

Brand logo

The OTAVA logo is the cornerstone of our brand. It helps clients understand what we do, who we are, and what we value.

The iconmark has very limited use and should only be used with permission from the OTAVA marketing team.

Registration mark (®) should always be visible with our logo.

Download logos at otava.com/branding

Wordmark lockup



Iconmark



Brand mark

High contrast allows our logo to have visual impact and command attention in all designs. To achieve this, use the dark logo on light backgrounds and the white version on dark backgrounds.

Do not alter the colors or add outlines. If on a dark background, do not add a white background behind the logo.

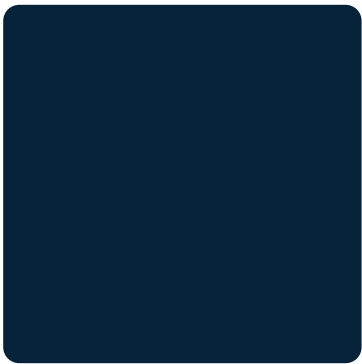
[Download logos →](#)



Color palette

The OTAVA color palette is defined using the HEX color system. White and Deep Blue are our primary brand colors and can be used in type, backgrounds, or color blocks. Orange, dark blue, and light blue serve as accent colors and should be used in smaller doses. Black is mainly used for text or utility elements. Please refer to the 'Color Usage Recommendation Ratio' for guidance on how to apply them effectively.

Color usage recommendation (approximate ratio)



Deep blue
#11223B



Orange
#E74C24



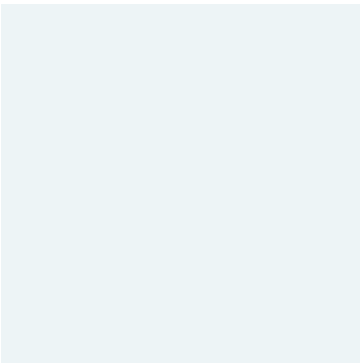
Dark blue
#3D93AE



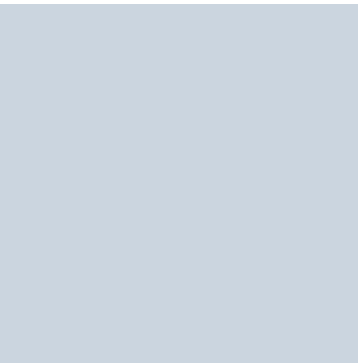
Light blue
#6BC4E0



White
#FFFFFF



Light gray
#EBF0F4



Gray
#CBD5DE



Black
#000000

Typography

Manrope font

Manrope is an open-source modern sans-serif font family, designed Mikhail Sharanda in 2018.

[Download font →](#)

Manrope light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Manrope medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Manrope bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Manrope regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Manrope semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Manrope extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

Hierarchy

Subtitles

Font: Manrope bold
Sentence case
Leading: 110%
Tracking: -2%

Paragraphs

Font: Manrope regular
Leading: 130%
Tracking: -2%

Titles

Font: Manrope extrabold
Sentence case
Leading: 110%
Tracking: -2%

Buttons

Font: Manrope medium
Sentence case
Leading: 130%
Tracking: 0%

Worried about compliance?

Discover how
our private cloud
makes it easy

Talk to an expert today and discover how we
can tailor a secure, compliant, and scalable
private cloud solution for your business
needs.



Get started →

Digital typography

Headers

Title / Display

**Manrope
Extrabold 118px**

Title / H1

Manrope Extrabold 56px

Title / H2

Manrope Extrabold 42px

Title / H3

Manrope Extrabold 28px

Title / H4

Manrope Extrabold 20px

Digital typography

Paragraph

Body Large	Manrope medium 20px	Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping. However some fonts, called variable fonts, can support a range of weights with a more or less fine granularity, and this can give the designer a much closer degree of control over the chosen weight.
Body Large	Manrope regular 18px	Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping. However some fonts, called variable fonts, can support a range of weights with a more or less fine granularity, and this can give the designer a much closer degree of control over the chosen weight.
Body Large	Manrope regular 16px	Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping. However some fonts, called variable fonts, can support a range of weights with a more or less fine granularity, and this can give the designer a much closer degree of control over the chosen weight.
Button / Link	Manrope semibold 16px	Button link
Tagline	Manrope semibold 14px	Keyword 1

UI elements

Buttons

Large	<div>Get a free cloud assessment →</div> <div>Active</div>	<div>Get a free cloud assessment →</div> <div>Hover</div>
Regular	<div>Explore all resources →</div> <div>Active</div>	<div>Explore all resources →</div> <div>Hover</div>
Line	<div>Explore all resources →</div> <div>Active</div>	<div>Explore all resources →</div> <div>Hover</div>
Arrow	<div>→</div> <div>Default</div>	<div>→</div> <div>Active</div> <div>→</div> <div>Hover</div>
Secondary color	<div>Explore all resources →</div> <div>Active</div>	<div>Explore all resources →</div> <div>Hover</div>
Link primary	<div>Learn more →</div> <div>Active</div>	<div>Learn more →</div> <div>Hover</div>
Link secondary	<div>Learn more →</div> <div>Active</div>	<div>Learn more →</div> <div>Hover</div>

UI elements

Taglines

Blog Post

Tab menu

OTAVA® Cloud Managed Public Cloud Colocation Desktop as a Service

Tab menu

Home > Solutions > Multi-Cloud Infrastructure > Elevating Security with Azure Conditional Access

CTA strips

Large

Compliance comes standard

Cloud compliance and security practices are ingrained in everything we do. We are certified in HIPAA; HITECH; HITRUST; SSAE18; SOC 1, 2, 3; PCI-DSS; and ISO 27001, placing OTAVA in an elite group of organizations worldwide.

[Learn more →](#)

Small

Overwhelmed by cloud chaos?

We're cloud experts, so you don't have to be.

[Talk to an expert →](#)

UI elements

Footer

OTAVA

(877) 740-5028

Cloud

Private Cloud

Hybrid Cloud

Managed Public Cloud

Managed Azure

Broadcom VCF

Security & Data Protection

Security as a Service

S.E.C.U.R.E.™ Framework

Backup & Data Protection

Disaster Recovery as a Service (DRaaS)

Endpoint Protection

Backup for Edge Computing

Solutions

Multi-Cloud Infrastructure

Security & Data Protection

Edge Computing

Hyperconverged Infrastructure

Managed Microsoft

Workload Migration

Compliant-Ready

Industries

Healthcare

Finance

Manufacturing

Software

Supply Chain & Logistics

Resources

Case Studies

Blogs

Webinars

Podcasts

News & Press

Whitepapers

Glossary

Why OTAVA

Our Team

Partnerships

Data Centers

Accolades

Careers

Schurz Communications

MSP Partner Program

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Privacy Policy | Legal | Report Unethical Conduct

Headers

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Main

OTAVA

Cloud

Security & Data Protection

Solutions

Industries

Resources

Why OTAVA

Contact Us

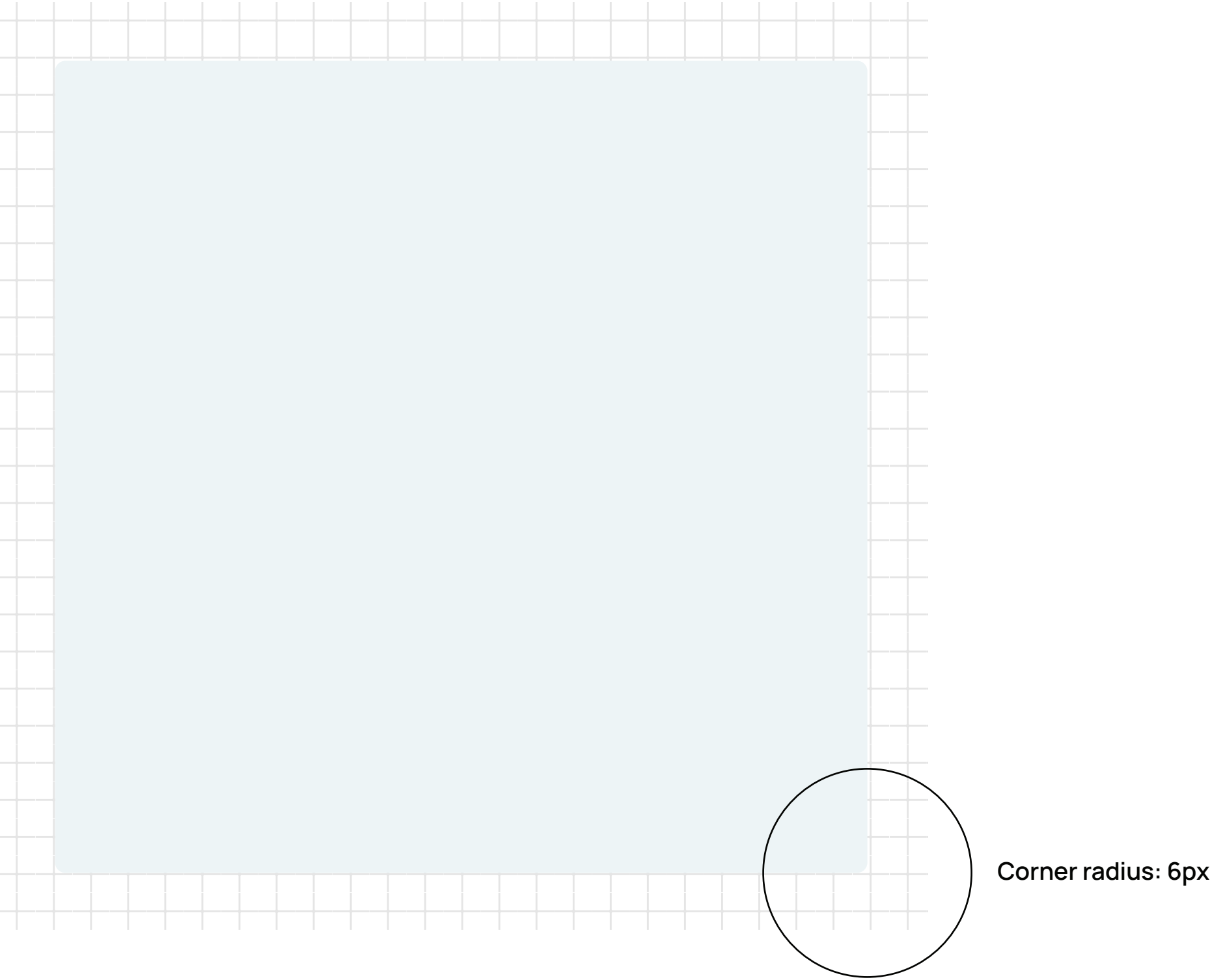
Imagery

Photography



Imagery

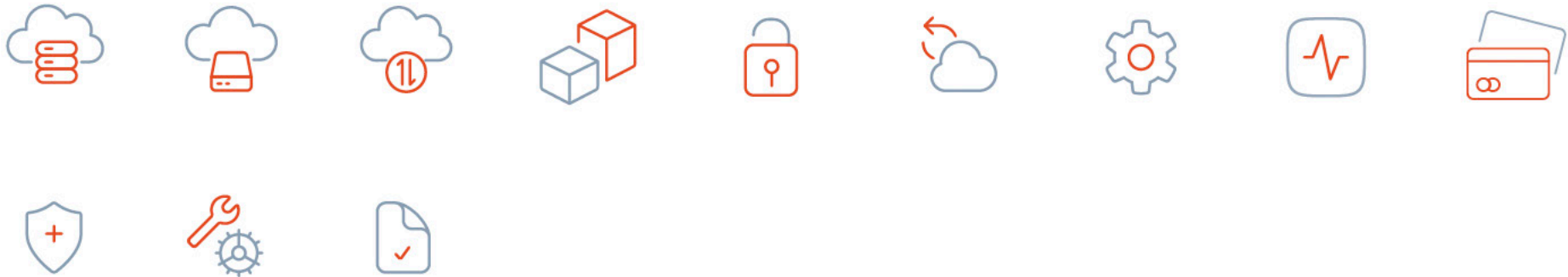
Rules



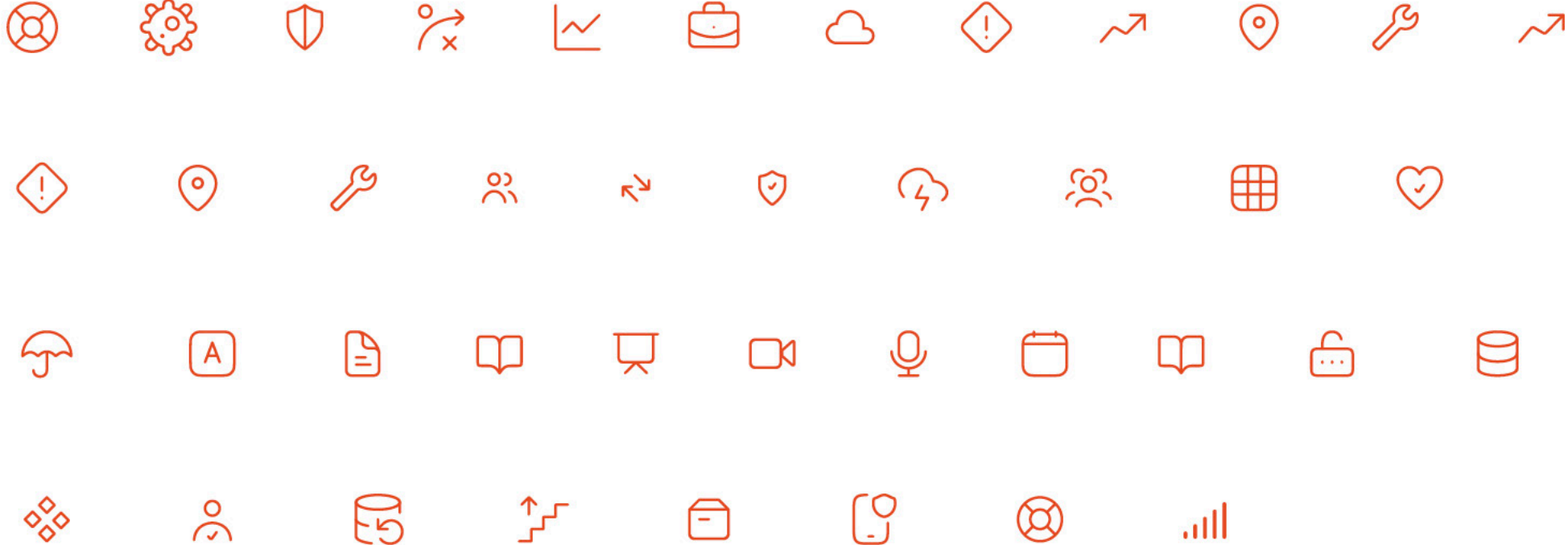
Iconography

This is a sample of brand icons that support across brand, products, and services.

2 colors



1 color



Use case applications

On the following pages, you'll see a variety of artifacts that demonstrates how the brand represents to our various audiences. Use this as a conceptual guide to ensure that anything you are creating feels in tune with what has been established.



Website

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OTAVA

CloudSecurity & Data ProtectionSolutionsIndustriesResourcesWhy OTAVAContact Us

Award-winning innovation. Proven cloud expertise.

INNOVATION PARTNER OF THE YEAR NORTH AMERICA 2025

OTAVA recognized as a 2025 VCF Innovation Partner of the Year highlights its leadership in delivering secure, scalable VMware-based cloud solutions that drive real business outcomes.

Read more

Multi-Cloud solutions that drive business transformation

Cloud

Security & Data Protection

Edge Computing

All Solutions

Go to solution

Go to solution

Go to solution

Learn More

You've got the drive. We clear the path.

With OTAVA on your side, you don't have to be a cloud expert. We've got you covered, offering people-orchestrated solutions and services that are fine-tuned to your ambitions and engineered for success.

Solutions and strategies built to suit your needs and budgets

Security and compliance strong enough for the most-regulated industries

Sophisticated data resilience and protection powered by leading technologies

Consultative and managed services to help you stay ahead of critical issues

Everything we do is backed by a human approach that prioritizes relationships, collaboration, and best-in-class service – giving you the freedom and support to reach your full potential.

View Solutions

vmware by Broadcom

OTAVA Continues as a VMware VCF Partner in Broadcom's New Program

OTAVA is proud to confirm that we remain an Authorized Partner and are here to help both existing and new customers navigate this transition smoothly.

Read More

Our Partners

TREND

Industry risk

Discover our S.E.C.U.R.E.™ Framework

Take your cyber defense strategy to the next level with OTAVA's S.E.C.U.R.E.™ framework – what it covers to security resilience. OTAVA provides you the security, ensuring your protected every step of the way. Learn about our layered approach for enhancing your security posture.

Talk to an expert

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Private cloud solutions that are managed, secure, and scalable

Empower your business with private cloud infrastructure designed for performance, security, and growth.

Talk to an expert

Home > Cloud > Private cloud

The struggle to balance security, scalability, and cost

Managing your IT infrastructure is no small task. Rising hardware and infrastructure costs, behind-the-scenes costs such as cooling, space, power, and maintenance can add up, weighing down your IT budget. Cybersecurity threats and compliance requirements have made IT teams part-time firefighters. Incidents are more frequent, and regulations such as HIPAA and PCI DSS are required for companies that deal with sensitive information. Limited scalability with on-premises solutions. Restricted growth, where you're engaged during demand spikes, which can cause delays and frustrate customers. Complex workload management without a dedicated private cloud (DPC) provider. Manually handling fragmented systems is time-consuming and inefficient, leaving you chasing tasks instead of driving growth. Continuing to rely on outdated, rigid infrastructure will hold your business back. However, there is a better path forward.

Purpose-built private cloud for your business needs

At OTAVA, we understand these challenges deeply. That is why we have designed private cloud solutions to eliminate your infrastructure headaches while giving you the flexibility, scalability, and security your business demands.

Dedicated private cloud infrastructure (DPC)

Single-tenant cloud environments provide dedicated infrastructure for highly demanding applications or companies with strict compliance needs. Dedicated, unshared resources offer the utmost security, reliability, and performance. For healthcare, finance, and all other data-sensitive industries, OTAVA's enterprise private cloud solutions keep your customers' data secure and operations running smoothly.

Virtual private cloud infrastructure (VPC)

Cost savings without sacrificing performance? Our multi-tenant cloud offerings provide by leveraging shared resources within a secure environment. Tailor your environment and adapt quickly to changing needs with nested Virtual Data Centers (VDCs).

Managed and self-managed options

Flexibility is key. Whether you want full control with a self-managed setup or prefer to rely on OTAVA's expertise with our managed private cloud solutions, we tailor our level of support to meet your unique business needs.

Seamless workload migration

Cloud transition can be daunting, but we make it simple with easy workload migration, minimized downtime, and uninterrupted business continuity. Your success is our focus. Our mission is simple. We provide customized private cloud services to companies that enable them to focus on what matters most: customers and growth.

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Financial Services

Protecting financial data with high-availability, secure, compliance-driven solutions

The financial services industry operates in an environment where data protection, security, and regulatory compliance are non-negotiable. OTAVA's solutions provide robust data protection, PCI-DSS compliance, and high-availability infrastructure. We help financial institutions safeguard sensitive data, optimize operations, and scale with flexibility to meet growing demands.

Talk to an expert

Home > Industries > Financial Services

Solving business challenges in the financial industry

Regulatory compliance

The financial industry is subject to strict regulations such as PCI-DSS and SOX, making data protection a top priority.

Cybersecurity

Financial institutions are prime targets for cyberattacks and require robust, proactive security measures.

Operational efficiency

The demand for high-performance infrastructure and seamless transactions puts pressure on IT teams.

Cloud solutions for financial services organizations

Regulatory compliance

OTAVA's solutions help financial institutions achieve PCI-DSS and GDPR compliance, ensuring sensitive data is always protected and managed according to industry standards.

Advanced security

With our solutions, including strong encryption, multi-factor authentication, and ongoing monitoring, we provide peace of mind that your financial data is safeguarded against evolving cyber threats.

High-performance cloud

Our cloud infrastructure ensures minimal downtime, handling transactions with high availability and low latency for smooth and secure operations.

Data analytics and risk management

Harness the power of cloud for real-time analytics and risk assessment, enabling better decision-making and quicker responses to market changes.

Form I-9 compliance increases security and transaction volumes with dedicated private cloud solution

Customer success

Form I-9 Compliance provides a range of business-critical documentation verification services for thousands of clients and partners.

Read the case study

Delivering value and driving results for financial services

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OTAVA

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Leading VMware Cloud Service Provider for VCF

Get 3 Months Free + Free Migration

Move your VMware to OTAVA and get 3 months free for VCF bundled services, with free migration included.

Dedicated Private Cloud with VMware & Veeam included. Get VCF licensing today.

First Name

Last Name

Company Name

Company Email

Phone

Country

Are you an Enterprise Customer or a Broadcom Partner?

Enterprise MSP

Estimated number of CPU cores

Log in to OTAVA's Veeam Cloud & Service Provider

Contact VCF Expert

No matter if you're a customer or a partner, we've got you covered

End User

Moderate VMware workloads with confidence and continuity. As a Broadcom Pinnacle Partner, OTAVA delivers a secure, compliant, and unified VCF platform that simplifies operations and accelerates digital transformation across private, hybrid, and edge environments.

Moderate without refactoring or disruption. Migrate VMware workloads to a modern cloud architecture without the need to rewrite applications or risk downtime.

Unified operations and workload mobility across environments. Manage computing, storage, and networking from a single pane of glass between data centers, cloud, and edge.

Compliance-ready infrastructure for regulated industries. Meet HIPAA, HITRUST, PCI, and SOC 2 requirements through secure-by-design cloud environments.

Predictable performance and cost efficiency. Gain consistent SLAs and transparent pricing models that reduce complexity and improve total cost of ownership.

An ready platform with GPU-enabled capabilities. Support VMware Private AI initiatives with GPU acceleration and enterprise-grade data control.

Whether you need help stabilizing, migrating, or growing, OTAVA delivers secure, enterprise-grade VMware solutions with none of the chaos.

IT Partners

Scale your VMware practice with a partner-first cloud provider built to protect your customer relationships and expand your service portfolio. OTAVA's Pinnacle-backed VCF platform offers modern cloud capabilities without the infrastructure overhead.

Partner-first model that preserves customer ownership. Your clients stay with you, and OTAVA supports you from behind the scenes.

Wholesale pricing and margin-friendly economics. Access partner-aligned pricing that helps you grow recurring revenue.

Modern cloud, security, DRaaS, and edge services without building them. Expand your portfolio quickly using OTAVA's fully managed cloud and protection services.

Seamless backend support while you stay customer-facing. OTAVA manages engineering, operations, and compliance so you can focus on customer strategy.

Pinnacle-level VMware expertise to guide modernization. Use VCF conformity with support from a Broadcom-certified Pinnacle partner.

Veeam integrated data protection delivered under your brand. Offer backups, DRaaS, and ransomware protection that you can present as your own service.

Partner with OTAVA and gain a VMware-aligned ally that respects your brand, protects your book of business, and delivers the technical backbone your customers need.

VCF Dedicated Private Cloud with VMware and Veeam included.

Infrastructure includes:

Up to 10 dedicated hosts

Storage up to 250 TB

Enterprise-grade firewalls

Backups

VMware and Microsoft OS licensing

Includes free Data protection through our Platinum Partnership with Veeam:

Cloud Backup for up to 250 VMs

Backup Cloud Storage up to 250 TB

Backup for MS365 up to 250 mailboxes

Get VCF support now

Designing Cloud for Modern Workloads

How to balance cost, control, and resilience without over-engineering

Many cloud environments are either too complex or not resilient enough. Our white paper explains how to design for modern workloads with the right balance of cost, control, and reliability.

Access white paper

Trusted VMware Expertise for Confident Cloud Modernization

Global-scale expertise, regional responsiveness

As a Broadcom Pinnacle Partner, OTAVA delivers the alignment and expertise you need to move your VMware strategy forward.

License continuity for departed partners

OTAVA ensures your VMware environments remain supported, secure, and ready for growth.

Certified VMware experts, ready to step in

OTAVA's VMware-certified engineers provide the specialized support needed for modern cloud operations.

Call Us 877.764.8268

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OTAVA

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Backup for Microsoft 365 for business

Fill in the Gaps Left by Microsoft

Backup for Microsoft 365 protects you against accidental deletions, malware attacks, compliance issues, insider threats, and more.

Get quote

Home > Solutions > Security & data protection > Backup solutions > Backup for Microsoft 365 for business

Microsoft 365 backup made simple

Keep your business resilient

Going without full backup solutions is risky. Beyond simply losing files – it can harm business operations, break customer trust, and violate compliance.

Stay secure, compliant and scalable

OTAVA's Microsoft 365 (M365) Backup, powered by Veeam, provides an unmatched combination of protection, flexibility, and ease of use. Whether you're a manufacturing plant, a regional credit union, or a healthcare provider navigating complex compliance requirements, OTAVA delivers Veeam-backed solutions tailored to your unique needs.

veeam Cloud & Service Provider

Platinum

Why choose OTAVA for business data backup?

Reliable, secure, and tailored backup solutions to safeguard your critical business data.

Default protection with Microsoft 365	1 Month	3 Months	1 Year	2 Years	5 Years	Additional protection with OTAVA	1 Month	3 Months	1 Year	2 Years	5 Years
Index or folder data	Microsoft 365	Microsoft 365	Microsoft 365	Microsoft 365	Microsoft 365	Indexed to backup	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA
Deleted items (deletes only)	Microsoft 365	Microsoft 365	Microsoft 365	Microsoft 365	Microsoft 365	Permanently deleted	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA
Auto-retention data (not all retained)	Microsoft 365	Microsoft 365	Microsoft 365	Microsoft 365	Microsoft 365	Moved to Archive	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA
Deleted documents, online sites and files	Microsoft 365	Microsoft 365	Microsoft 365	Microsoft 365	Microsoft 365	Permanently deleted	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA
Deleted Outlook for business files	Microsoft 365	Microsoft 365	Microsoft 365	Microsoft 365	Microsoft 365	Permanently deleted	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA
Employee leaves the company	Microsoft 365	Microsoft 365	Microsoft 365	Microsoft 365	Microsoft 365	Permanently deleted	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA	Protected by OTAVA

Stay protected with OTAVA

Private cloud hosting offers several deployment methods, each catering to unique business requirements with varying levels of control, scalability, and operational responsibilities.

Granular recovery

Restore individual items, entire folders, or even full accounts – quickly and easily.

Unlimited retention

Store your backups securely with flexible retention policies that meet regulatory needs.

Comprehensive protection

Safeguard data across all apps including but not limited to Exchange, SharePoint, OneDrive, Microsoft Teams.

Fully managed backups

Leave the installation, configuration, and maintenance to us so you can focus on your business.

Expert support

Store your backups securely with flexible retention policies that meet regulatory needs.

Dedicated partnership

Our specialists ensure your backups are optimized and secure.

Your data, managed responsibly

Safeguard against accidental deletions and human errors with a reliable backup solution.

Keep your business secure with robust data recovery options for Microsoft 365.

Streamline regulatory compliance and avoid disruptions with a comprehensive backup strategy.

Deck template

OTAVA

Advanced Data Protection for Modern Workloads

Protect your data, stay compliant, and recover fast.

otava.com

A human approach to technology so your business can thrive in the cloud

Purpose-built

We design cloud solutions that simplify the complex and are tailored to meet your individual business goals.

Protection-minded

Security is on your mind, ours too. We give you peace of mind in compliance, continuity, recovery, and data safety.

People-centered

Human relationships and expertise are at the core of everything we do. Technology and people together.

Potential-focused

We exist to help you reach your business potential and are dedicated to growth that meets your needs.

OTAVA

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95% of organizations agree that multi-cloud architectures are now critical to business success.

VMware/Vanson Bourne

OTAVA

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Is your data fully protected?

Data protection and disaster recovery are essential for every company, but if your network isn't constantly staying ahead of new malicious tactics or if you're not backing up your data, it's only a matter of time before you could lose everything to an unforeseen event.

- Data breach and cyber threat
- Insider threats and human error
- Natural disasters

OTAVA

Automation only takes you so far

You didn't get into your line of work to become a cloud expert. And if you're not constantly keeping up with the latest trends, reports, and technology, you can easily find yourself compromised in a variety of ways:

- Overpayment for services
- Lack of strategy and vision
- Compliance issues
- Staff shortage

otava.com

Compliance you can count on

At OTAVA, cloud compliance and security are built into our people, processes, and technologies. Our defense-in-depth approach encompasses administrative, physical, and technical safeguards to protect your data in every way. We can also accelerate the ability to obtain required certifications to achieve and maintain compliance, so you never have to worry about it.

HIPAA/HITECH compliance

PCI compliance

SOC 1, 2 & 3 compliance

ISO 27001 compliance

HITRUST certification

OTAVA

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Resiliency that means business

OTAVA doesn't just provide world-class security. We offer a suite of cloud data protection services backed by industry leaders, delivering total confidence and peace-of-mind in compliance, continuity, recovery, and data safety.

- Powerful security features managed and monitored by a team of experts that know your business inside and out.
- Secure and compliant cloud solutions strong enough for even the most regulated industries and clients.
- Sophisticated data resilience and protection powered by leading technologies to ensure your data is always safe and secure.

OTAVA

otava.com

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OTAVA

Industry-backed expertise

With our 30+ certified engineers on staff, we bridge the gap between humans and data to unlock the potential of high-tech businesses.

Veeam VCSF Partner of the Year award

Veeam Cloud & Service Provider Platinum award

SCALE Computing

Broadcom Pinnacle Partner award

Zerto Alliance Partner Silver award

Microsoft

Trend Micro

172 industry certifications earned by employees

How important is the cloud to businesses?

53% of companies believe it's difficult to realize the full potential of a digital transformation without having a solid hybrid cloud strategy in place. 7

34% of companies who adopted a hybrid cloud approach can drive digital transformation. 7

77% of cloud-first organizations will execute on their digital strategies

Case study

Form I-9 originally built its own data centers for hosting the company's services, including a remote failover site. However, when the company entered a rapid growth phase, it faced the decision of whether to continue investing in its own data center for its production servers or migrate to the cloud.

They realized quickly that hyper-scaler solutions lacked the cost transparency, flexibility, and security capabilities that Form I-9 required. Form I-9 turned to OTAVA to modernize the infrastructure supporting its web-delivered service, improve the resiliency of its systems, and lower its operating and

Chas Patterson

First Advantage Formi9

Verticals

Financial services

Healthcare

SaaS

Print collateral



Warehousing and transportation company quickly resumes normal operations with OTAVA's rapid response.

This Michigan-based warehousing and transportation company provides essential logistics and distribution services across the region, ensuring the seamless flow of goods for various industries. Their operations rely heavily on continuous uptime and data accessibility to keep deliveries on schedule and customers satisfied.

The challenge

At 3:00 AM on a Friday, OTAVA's monitoring systems flagged unusually high compute resource usage within the client's infrastructure. The OTAVA support team immediately notified the client of the anomaly. Upon further investigation, it was determined that the client was in the midst of a ransomware attack, later attributed to the Play Ransomware Group.

The ransomware attack encrypted multiple servers, adding a .play extension to the filenames and placing a ransom note in the directories. The attack occurred during a critical window for the client's shipping operations, raising concerns about potential disruptions, delayed shipments, and loss of revenue.

93%

of companies that lost their data for 10+ days filed for bankruptcy within one year of the disaster

National Archives & Records Administration, Washington DC

The solution

OTAVA's real-time monitoring systems flagged the ransomware activity early, enabling rapid response. The client leverages OTAVA's S.E.C.U.R.E.™ Framework, specifically the 'Undo' and 'Recover' components, as part of their Business Resiliency strategy. Upon identifying the ransomware attack, OTAVA utilized Zerto Disaster Recover as a Service (DRaaS) to swiftly restore the client's infected systems and resume business as usual.

The result

OTAVA's proactive monitoring, swift action, and expertise enabled the client to recover from the ransomware attack with minimal operational disruption. The client's ability to resume normal operations quickly meant no significant shipment delays or revenue losses. The extension of the Zerto journal from 12 hours to 14 days played a critical role in ensuring data was recovered and the ransomware impact was minimized.

Furthermore, OTAVA's trusted advisory role in managing the crisis strengthened the client relationship, giving them confidence in OTAVA's ability to protect their operations.

Case Study

Monitoring is essential ability to detect anomalies in real-time and client immediately prevented the attack from spreading.

Business is key reviewed and tested business continuity plan all stakeholders know their roles, reducing recovery time and improving recovery times.

1 in 4

of organizations paid ransom could not recover, even after paying

Source: BitDefender Ransomware Trends 2024

OTAVA's strategy for enhancing your security



Recover DRaaS



Evaluate Patching Vulnerability Scanning

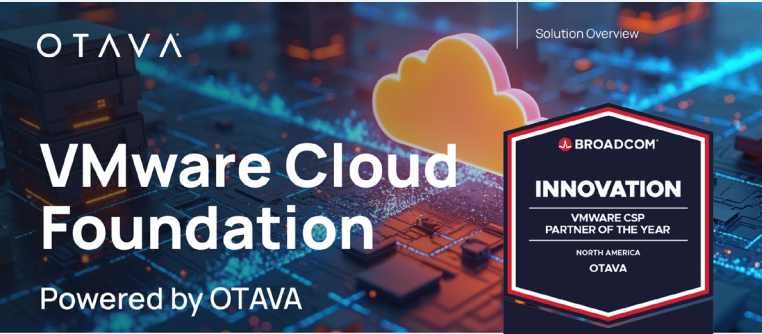
Secure your business against cyber threats

Discover OTAVA's S.E.C.U.R.E.™ Framework

Learn more →

OTAVA is a global and recognized leader in delivering secure and compliant multi-cloud solutions with a personal touch. Its extensive portfolio is powered by world-class technology partners, backed with expert intelligence, and tailored to help businesses and service providers achieve their individual goals while protecting mission-critical data. With its flexible solutions, fortified security, collaboration offerings, and professional services, OTAVA empowers its clients with everything they need to thrive in the cloud and stay focused on what they do best.

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Simplify your cloud. Maximize its value.

Modernize without the complexity

Modernizing infrastructure should reduce cost, complexity, and risk. For many organizations, it does the opposite. VMware Cloud Foundation, delivered by OTAVA, provides a simpler path forward. By combining a unified private cloud platform with expert managed services, As a VCSP Pinnacle Partner, OTAVA helps organizations:

- Reduce total cost of ownership by up to 51%
- Achieve up to 171% ROI over 3 years
- Lower security-related costs by up to 50%
- Eliminate technical debt and operational inefficiencies

Why organizations struggle with cloud

65%

of organizations have made strategic investments in the cloud, but only 32% are achieving their ambitions

58%

want more workloads in the cloud, but migration challenges stand in the way

Cloud transformation often fails due to legacy constraints and operational complexity.

The solution: VMware Cloud Foundation powered by OTAVA

VMware Cloud Foundation delivers a unified cloud operating model that combines the agility of public cloud with the control and security of private infrastructure. With VCF, you can:

- Standardize infrastructure across data center, cloud, and edge
- Reduce complexity and eliminate technical debt
- Optimize cost, performance, and scalability
- Enable modern applications with Kubernetes and automation
- Support AI and next-generation workloads

With OTAVA, you can run VMware Cloud Foundation in private or dedicated private environments to fit your organization, without sacrificing control, performance, or cost efficiency.

Solution Overview

Equally important is ensuring it is

ion with integrated services like janizations can strengthen data id maintain operational continuity. brings proven expertise in ing advanced backup, recovery, our business secure and resilient.

, and easier to get value from.

are by Broadcom

Cloud Foundation, a private cloud OTAVA private and public cloud ge, Kubernetes, and more.



Improve overall business agility



Support digital transformation agenda

otava.com

Take the next step

Make your move and get 3 months free on VMware VCF Private Cloud plus free migration.*

We handle the heavy lifting while you get computer, storage, and backup included.

Get started →

* Offer includes up to 10 ESXi hosts, 250TB storage, and backup for up to 250 VMs and 2,500 MS365 users

1: 48% of enterprises are realizing their cloud ambitions, Oct 2023
2: Forrester, 2024 State of the Cloud Report, 52%
3: Gartner, 1/3 of cloud transformations are subject failures, Nov 2023



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Tech Brief

Resilience over prevention

In 2026 the emphasis shifts from purely preventing failure toward building systems that recover fast and continue operations. Because even the best defense can fail, the ability to restore quickly and get back to business is the true differentiator.

Thus, backup and data protection are integral components of business resilience, not standalone IT initiatives.

Organizations

including private cloud, public cloud, hybrid infrastructures, edge devices, on-premises systems, and user endpoints. As artificial intelligence workflows expand, data is generated and consumed at even greater volume and velocity. This creates a fragmented landscape where different environments require different protection methods. Maintaining consistent backup schedules, unified policies, and clear visibility becomes difficult and often results in blind spots. These blind spots increase risk and complicate recovery efforts when disruption occurs.

Backup and recovery capability gaps

Many organizations overestimate their ability to recover quickly. Recovery targets are often set based on aspiration rather than real operational capability. Testing is infrequent due to limited time, staffing, or fear of disrupting production systems. As a result organizations do not always know how long recovery will take or whether recovery will work reliably. Workload coverage is also uneven. Modern workloads such as artificial intelligence training clusters, SaaS platforms, cloud native applications, and edge generated data often do not receive complete or consistent protection. This misalignment creates vulnerabilities that can lead to extended downtime.

These challenges also illustrate the risks of inconsistent data protection strategies across edge locations, SaaS workloads, and hybrid environments, where tool sprawl can create blind spots.

Data Protection in the Age of AI

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The logo for OTAVA, featuring the word in a white, sans-serif, uppercase font. The 'O' is a simple circle, 'T' is a vertical bar with a horizontal top bar, 'A' is a triangle with a horizontal base, 'V' is a triangle with a horizontal base, and the final 'A' is a triangle with a horizontal base. A small registered trademark symbol (®) is located to the upper right of the final 'A'.

OTAVA®

If you have questions or comments regarding our brand guidelines, please contact marketinghelp@otava.com

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