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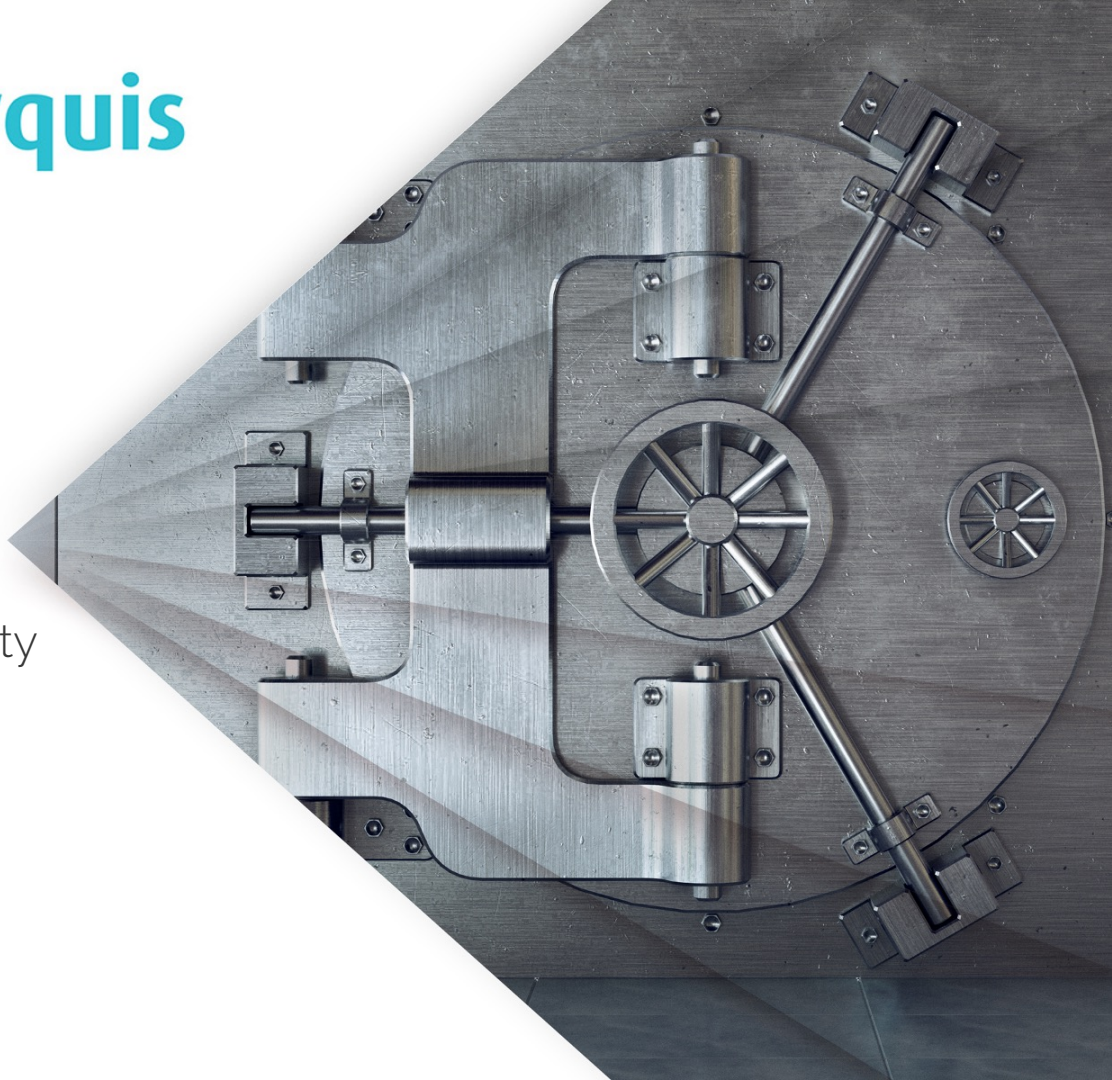
Your difference is in your data.

Avid NEXIS disaster recovery and ransomware protection

Mitigating the impact of a $1M ransomware attack on an Avid facility



The business threat …

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- Dramatic rise in ransomware attacks
- Attackers are targeting media and entertainment
  - Recent attacks at well run and well-resourced companies - public knowledge
  - Increasing attacks at smaller organisations such as post houses – not public knowledge
- Common theme is destruction of backup systems, so the loss can be total
- Potential cost of the outage is huge – a threat to the business
- Many organisations are paying ransoms to save their business

Organisations should understand it is not a case of *if* there is a successful attack, but *when*

Last week.....

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/telemadrid-sufre-un-ciberataque-que-bloquea-sus-sistemas-esta-emitiendo-forma-manual-5179247/

20minutos TELEVISIÓN

DIRECTO Cuatro menores muertos en un incendio en un edificio del centro de Vigo

ÚLTIMA HORA Sánchez habla con Junqueras para pedirle "estabilidad" esta legislatura

Telemadrid sufre un ciberataque que bloquea sus sistemas y le obliga a emitir de forma "manual"

20MINUTOS / NOTICIA / 06.10.2023 - 11:03H

- El departamento técnico detectó de madrugada que se había producido un ataque y se apagaron los ordenadores.
- "Ave María Purísima, quiero poner una antena en su tejado", o cómo fueron los inicios de 'Madrid Directo'.

Archivo - Imagen de recurso de la sede de Telemadrid. / TELEMADRID - Archivo

La televisión pública madrileña, Telemadrid, ha sufrido un ciberataque durante la madrugada que **ha bloqueado todos sus sistemas informáticos,** algo que ha afectado tanto a la emisión como al trabajo del personal.

El departamento técnico **detectó de madrugada que se había producido un ataque** y por seguridad se procedió a apagar todos los equipos informáticos de la cadena, lo que afectó a la emisión.

What if this is you ?

Day 1 - Business as usual

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- Welcome to ‘First Class Post’, we’re super busy !
  - Pitching on major new productions
  - Soo much work after the drought caused by industrial action
  - Ingesting 10TB a day into Nexis
  - Keeping productions with tight deliveries on track
  - Some productions have been in post for many weeks
  - Looking to grow with new investors
- Staff doing really well, clients are happy
- Avid production systems working well
- Place is a buzz

‘The First Class Post Company’

Day 2 - No in-house IT or production systems are working

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‘The First Class Post Company’

- We have a major systems outage, the technical team are trying to understand what has happened
- Our large Avid NEXIS and its backup are unavailable
- Can’t log into on prem systems
- Can’t make today’s production deliveries, clients on phone
- Don’t want to tell clients about the outage, concerned they will walk

Day 3 - Business consequences become clearer

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- We receive a ransomware demand of $1M in Bitcoin
- All NEXIS workspaces are encrypted
- Our databases are encrypted and SSO doesn't work
- Rumours of the ransomware attack spread through freelance community and reach other facilities
- Reach out to our insurance company
- Call emergency board meeting

'The First Class Post Company'

Day 4 - Awful situation

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‘The First Class Post Company’

- The conventional back-up software wrote encrypted NEXIS files to the backup = it’s irrecoverable
- We’re going to default on deliveries, contracts and face a major cashflow problem
- Ask bank about potential loan for ransomware payment
- No guarantee if payment is made that systems will be recovered
- The insurance policy only covers equipment recovery and system restoration, and excludes ransomware
- We’re going to have to call our clients and explain

- Day 5 - It's an awful situation; do we pay the $1M ransom?

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'The First Class Post Company'

- Day 5 - It's an awful situation; do we pay the $1M ransom?

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'The First Class Post Company'

So what would you do?

What did we learn?

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- Our IT systems didn't protect us
- Our insurance didn't cover us
- Our cashflow has been immediately impacted
- The most valuable and business-critical assets were on Avid NEXIS
- Had there been a better way to protect the Avid work in progress, the business could have recovered productions
- We can't resume key productions without major delays
- We weren't prepared for the consequences
- We should have acted earlier to plan and mitigate the risk
- Our backup software and storage technology has been obsoleted by ransomware

'The First Class Post Company'

Example attacks

- Major US broadcaster
  - Encrypted SSO database and backup meant Sys Admins could not access any systems to devastating cost
- Americas broadcaster
  - Massive attack - Irrecoverably lost Several Avid Nexis systems and back up totalling 1.5PB
- European Broadcaster
  - Suffered major attack. 2PB Tape library database (and back up) encrypted
  - All references tape id's slots indexes irrecoverably lost
- European Documentary producer
  - Partially successful attack able to recover, content excluded from insurance policy
- North American VFX Co
  - Paid undisclosed amount - thought to have been in $Ms range

Example attack vectors

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- Classic Modes
  - Phishing
  - Remote Desktop Protocol
  - Removable Media
- Human Factors
  - Incompetence and wilful ignorance
    - Including ‘blind faith’ in existing DR systems
  - ‘Recruit to inject’ via LinkedIn research
  - ‘Fee to insert’ via Dark Web self promotion
- Geo Political Factors
  - Un-decryptable attacks

Why act early with Marquis …?

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- **Marquis software offers unique Avid NEXIS back-up protection and recovery**
  - Uses **smart analytics** to scan Avid NEXIS systems
  - Uses the analytics data to enable a **uniquely safe** approach to NEXIS back up and recovery
  - It will **not write** encrypted media files to back up
  - Has '**no prior knowledge**' recovery tools to recover from the NEXIS back up following a complete facility loss
  - Can restore productions the **same day** - not in weeks or months
  - **Free recovery tools** will directly and securely restore from the Marquis back-up
    - Avid projects **directly to Media Composer** - for the most urgent work
    - Avid **workspaces to NEXIS**
  - Can **blend recovery strategies** between on-prem and in-cloud storage
  - **Mitigates against** uninsurable **loss and survival** of the business

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Workspace Backup

Avid storage disaster recovery and ransomware protection

Platform CERTIFIED

Conventional DR Solutions

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- Backup
  - No analysis of the source NEXIS system
    - No understanding of how Avid media and projects work
  - Blindly backs up data - even if encrypted by ransomware
    - Great risk of ruining a perfectly good backup
- Restoration
  - Monolithically restores data - even if encrypted by ransomware!
    - Entire system has to be recovered
    - Recovery can take weeks or months
  - No way to access backup at Project or Bin level
  - No flexibility in the restoration system type and location

Wouldn't it be better to…?

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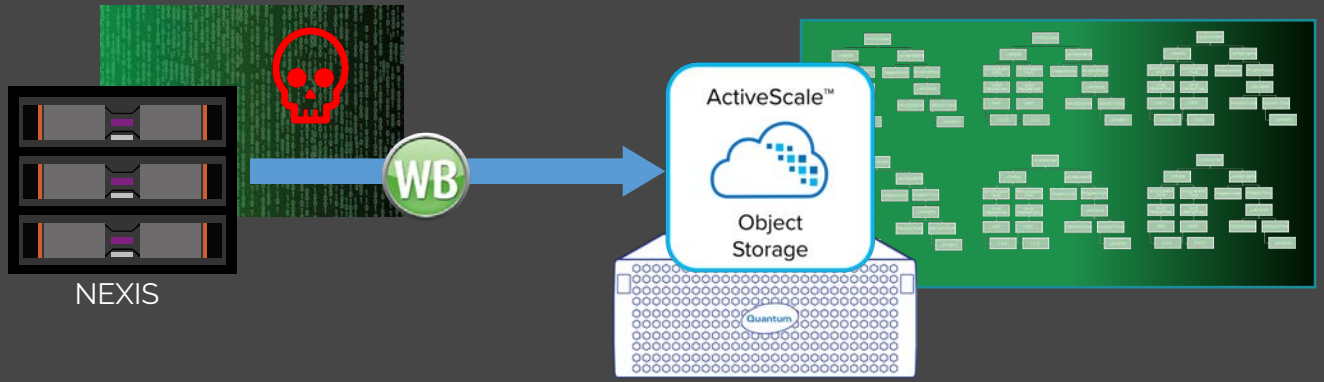
- Have a better way of handling Avid backups…
  - Base the backup on a tool that understands Avid
    - Intelligently process what needs to be backed up
  - Protect Avid media from Ransomware by design
    - Do not re-backup potentially corrupted media files
  - Intelligently manage the contents of the backup
  - Offers fast and flexible restoration options

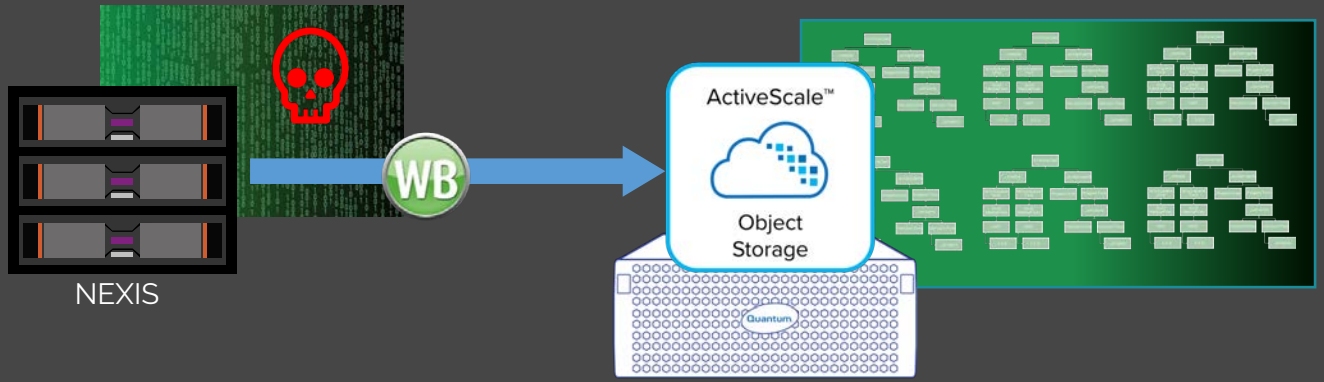
Marquis Workspace Backup is the *only* backup solution specifically designed for Avid systems

Workspace Backup



- Analyse the source NEXIS
  - Understands the relationship between the media files and Avid projects
- Backs up all files from the source workspace
  - Only ever copies the original media file into the backup
  - Will never copy encrypted media into the backup
- Includes a version-controlled backup of Projects

Workspace Backup



- Backup to Quantum ActiveScale
  - Immutable security with object locking
  - Set retention periods per asset
- Run regular 'Tidy' operations on the backups
  - Remove assets deleted from source system after a configured retention period
- Flexible job configuration and retention policy management

Independent recovery

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Workspace Backup has two independent recovery tools

- Workspace Restore
  - Restore at a Workspace Level
    - Restore to original workspace, or re-map the job to different/new workspace
  - Intelligent Restore
    - If the destination is empty, restore the whole workspace
    - If there is content still in the workspace, restore only the missing files
- Project Restore
  - Restore a chosen version of a Project, or a selection of bins from the Project
  - Restore to any location, e.g.:
    - Restore to a part of the existing system
    - Restore to a different location

Both can be used at the same time to restore the project while rebuilding the workspace.

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Workspace Backup Demos

How to recover from ActiveScale

Workspace Backup demos

Configuration

- Setting up a backup job and managing a backup

Direct recovery to Media Composer with Interplay

- Recover lost files on an Interplay PAM managed NEXIS
  from a Quantum ActiveScale backup using our Project Restore application

Direct recovery to Media Composer

- Restore a project from a Quantum ActiveScale backup into a standalone
  Media Composer with local storage

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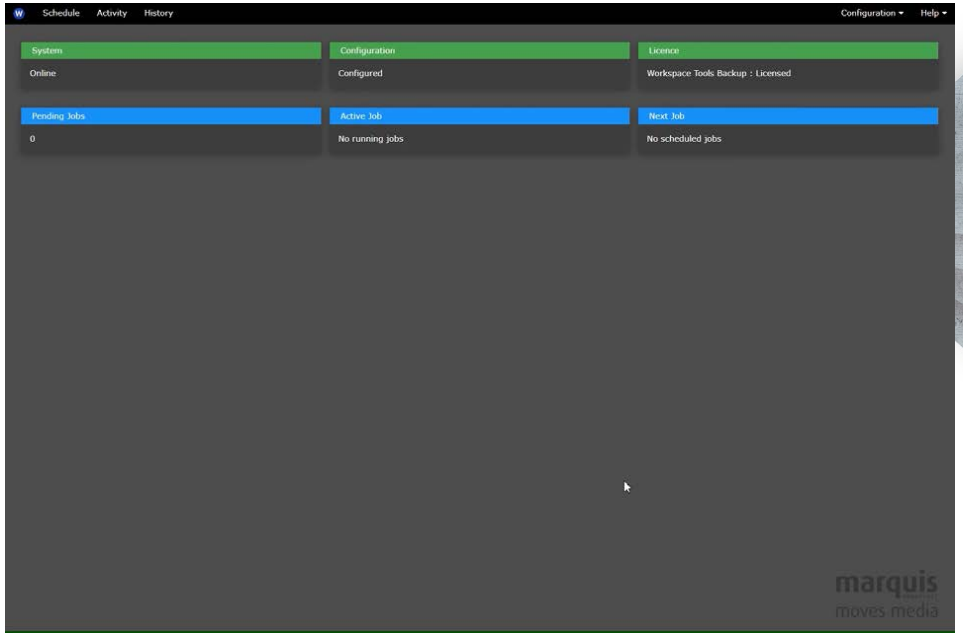

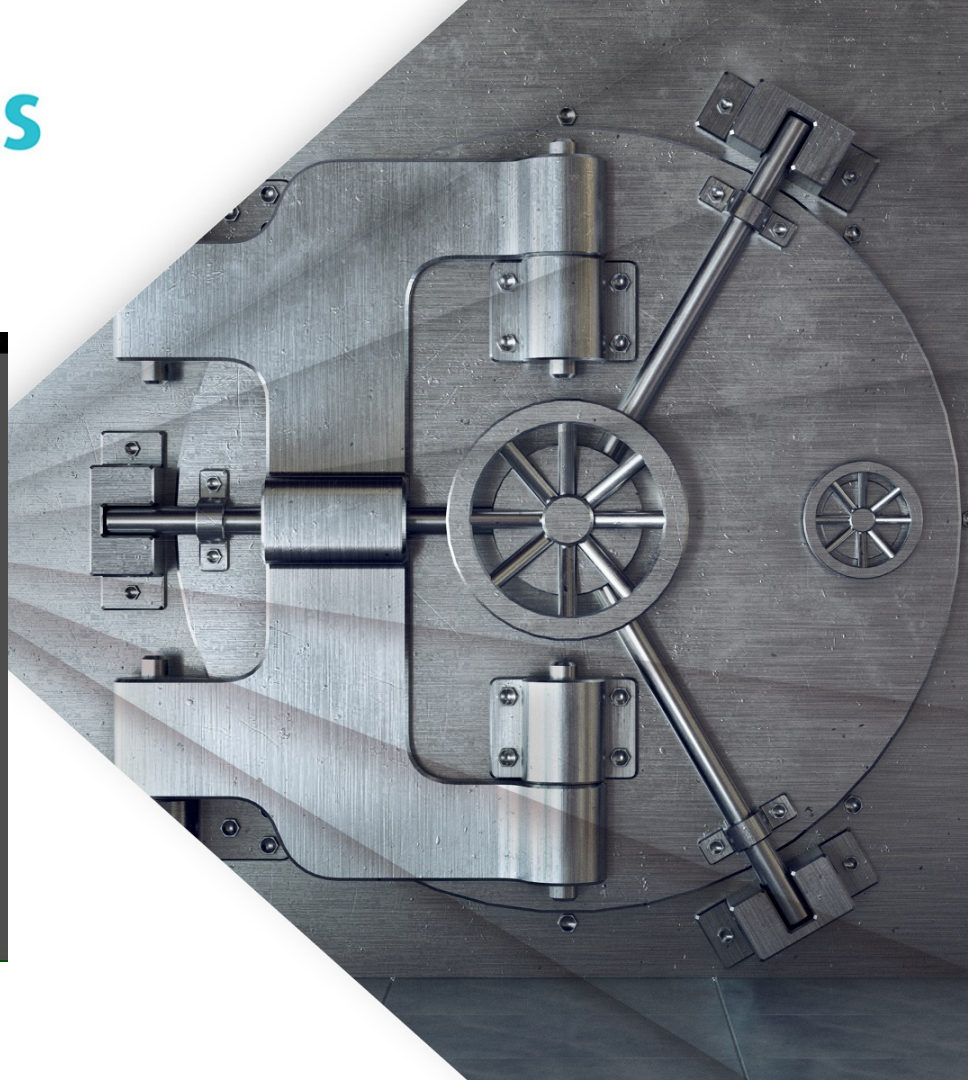

Independent recovery: demo 1

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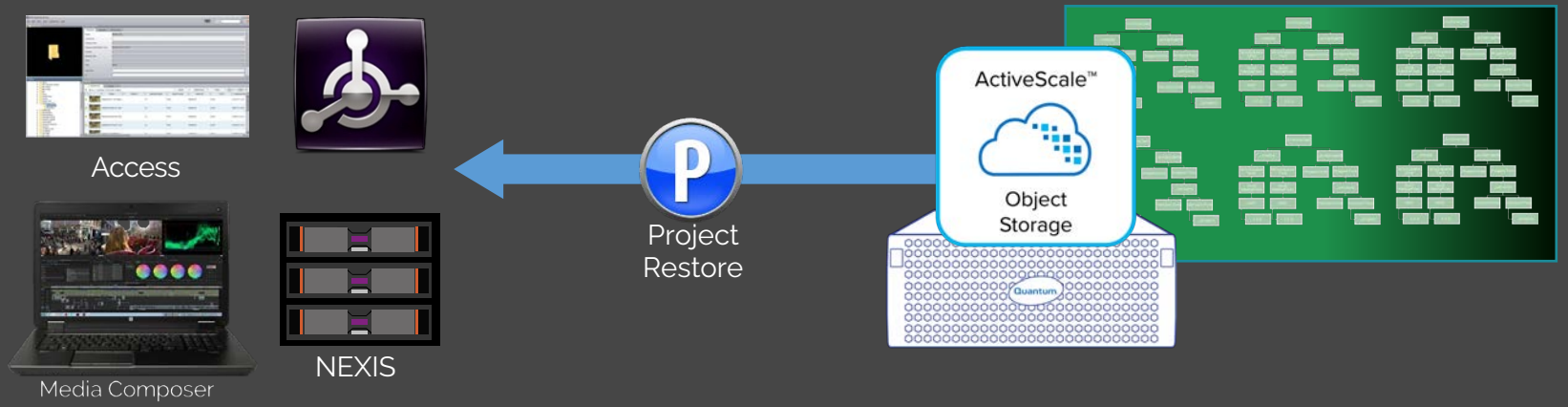
Direct recovery to Media Composer with Interplay Media Central CloudUX



Restore Project / Bins from a Quantum ActiveScale backup to an Interplay PAM managed NEXIS

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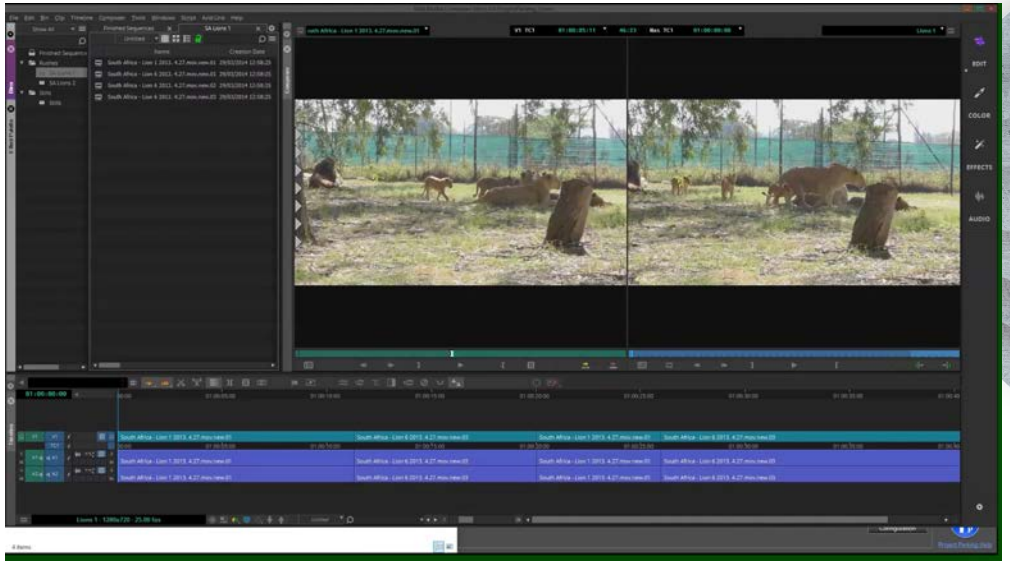
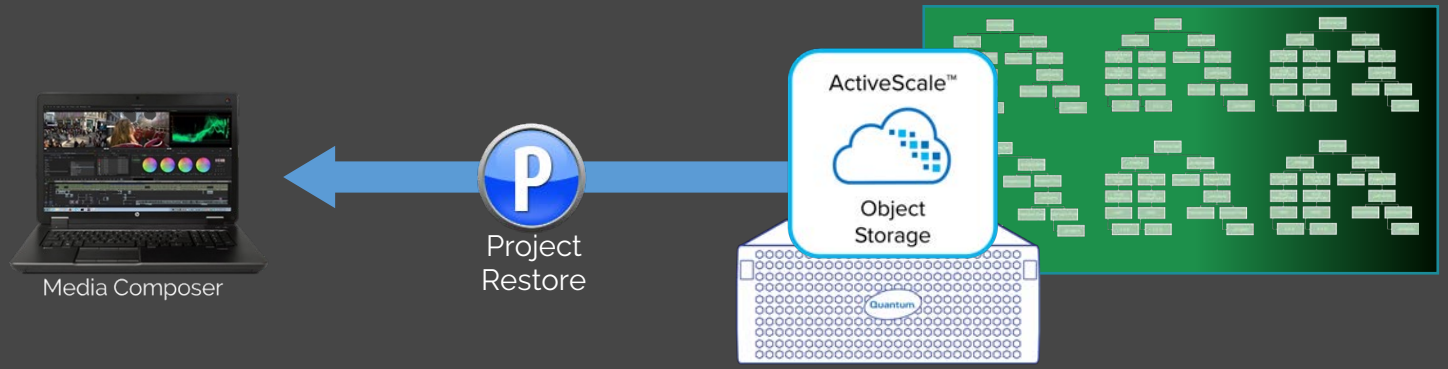


Independent recovery: demo 2

Direct recovery to Media Composer



Restore Project / Bins from a Quantum ActiveScale backup into a standalone Media Composer with local storage

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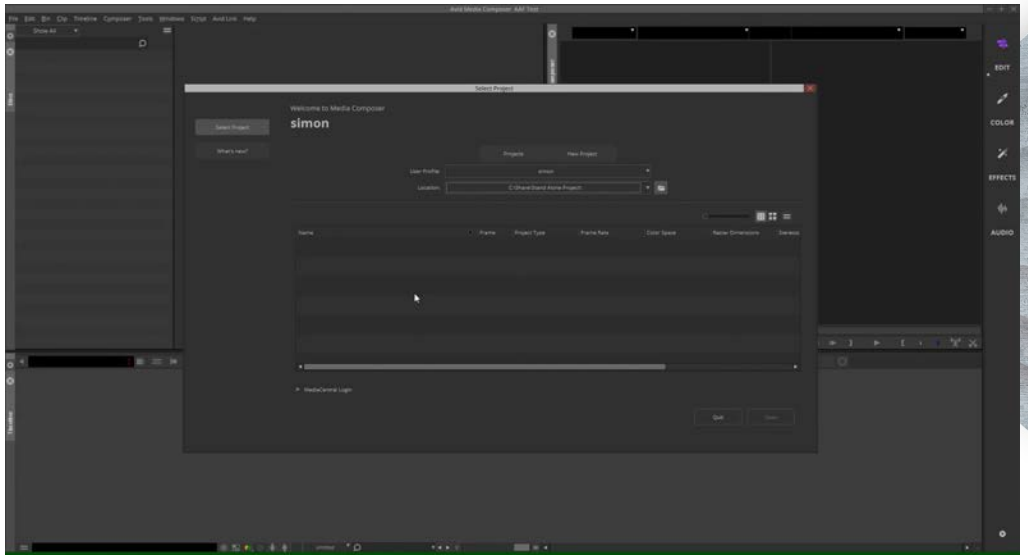

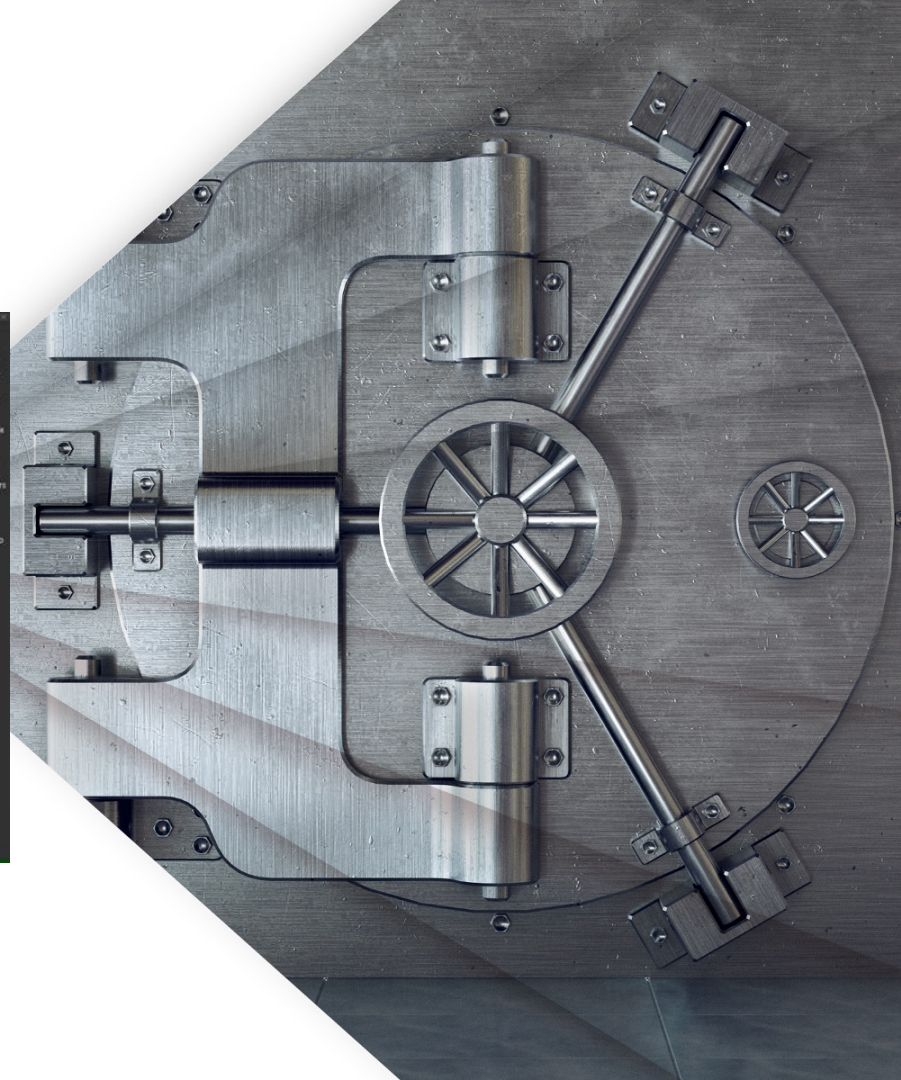

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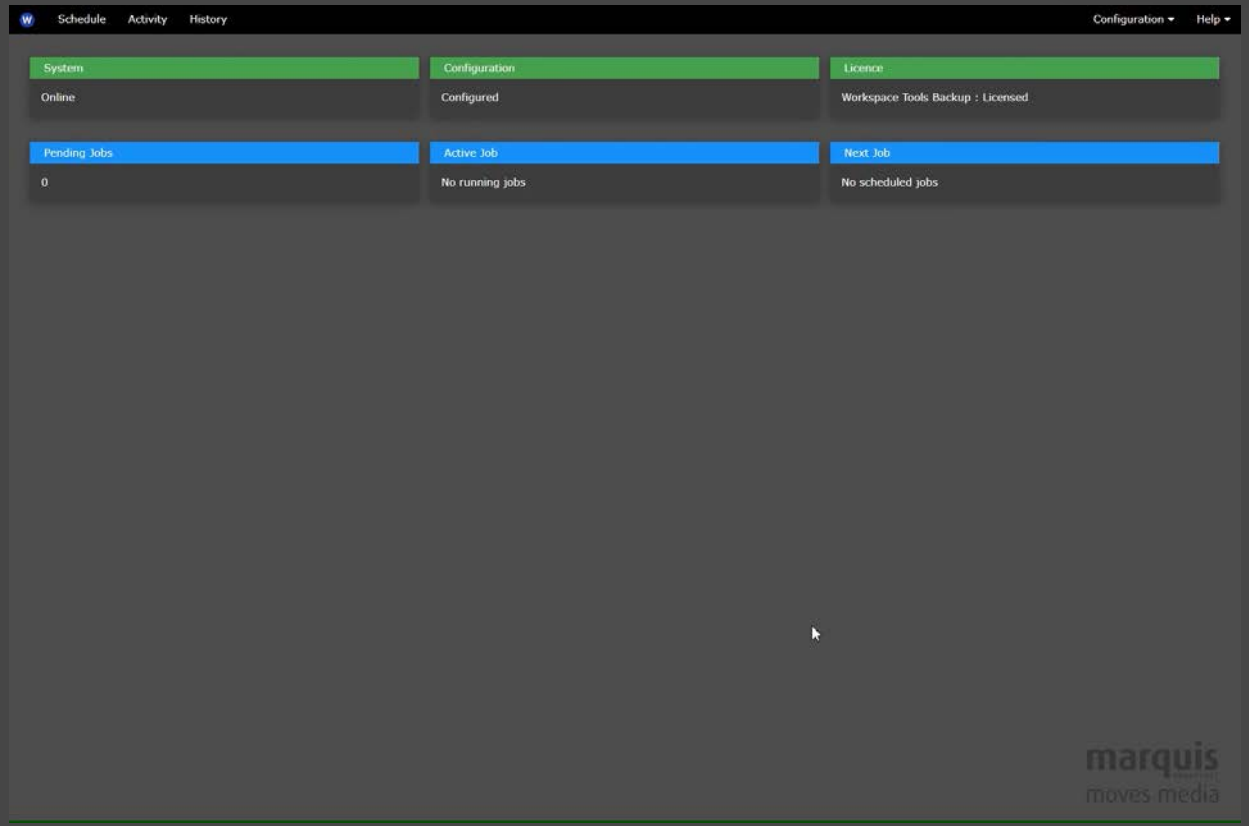
Schedule
Activity
History
Configuration
Help
System
Online
Configuration
Configured
Licence
Workspace Tools Backup : Licensed
Pending Jobs
0
Active Job
No running jobs
Next Job
No scheduled jobs
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moves media

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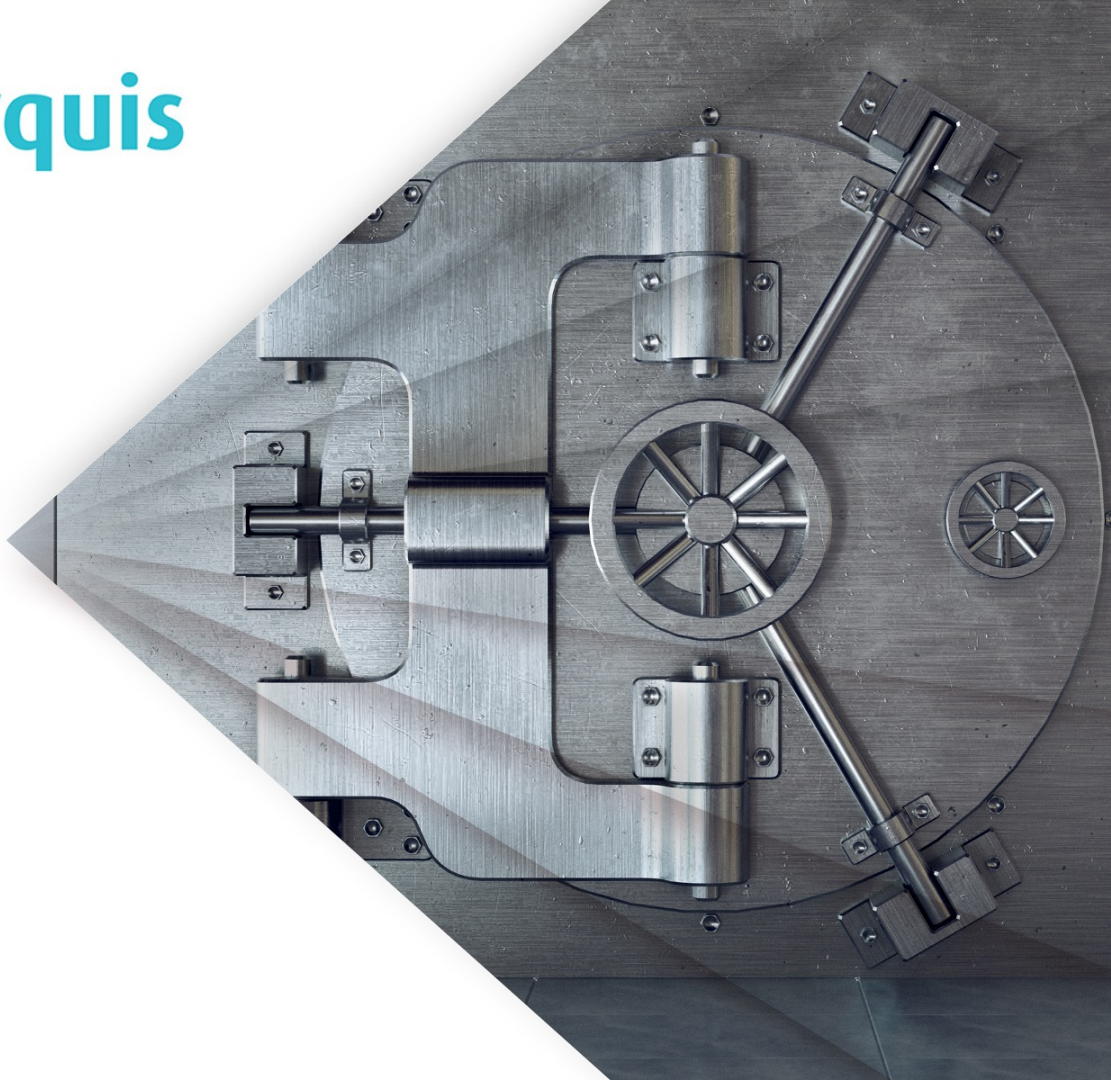
SUMMARY



Summary

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- Loss of Avid NEXIS work in progress is the **biggest risk** to the business
- An **irrecoverable ransomware** attack is likely to be an **uninsurable risk**
- The recovery you just saw, would take **weeks or months** using conventional systems
- **Workspace Backup** uses analytics to stop encrypted media files being written to back up.
- Ultra-fast, ultra-granular **Workspace Backup** recovery means production can often restart the same day with **no prior knowledge** of the ransomware encrypted facility
- Traditional disaster recovery software and storage systems
  - Are **unlikely** to protect against a ransomware attack
  - Provide extremely **poor recovery** times

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Summary

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- Data security is key – **#1 client priority at** the recent DPP 'Leaders Briefing' conference
- **Workspace Backup** is a really cost-effective investment that offers Avid facilities **real protection** and uniquely **fast recovery** from a ransomware attack
- It's scalable from the smallest Avid post facility to the biggest Avid enterprise
- Proven with **Quantum ActiveScale**

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QUESTIONS

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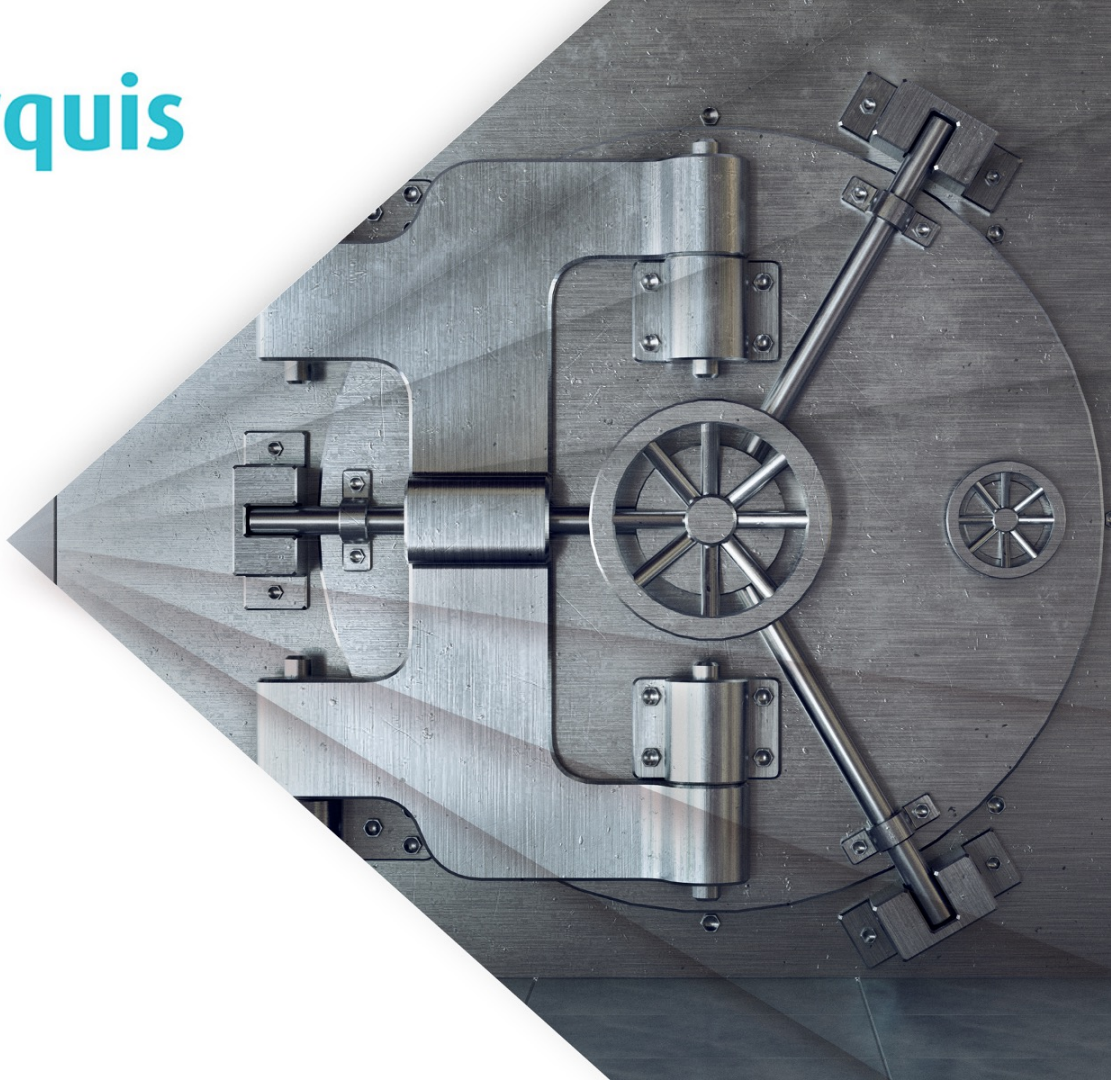

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