

The State of Data Protection and Cloud.

The challenge of providing effective
enterprise data protection.

VERITAS™

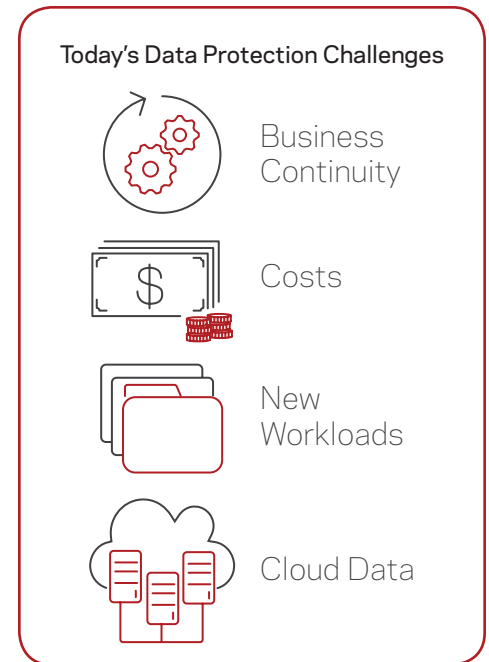
The truth in information.

INTRODUCTION

As the enterprise data environment becomes more complex, so does the challenge of ensuring cost-effective, efficient data protection. In a recent survey, we asked over 250 IT executives how they were providing comprehensive backup and recovery across their virtual, physical and multi-cloud environments. Here's a summary of their responses:

- Business continuity is a top concern.
- Downtime can cost you big time.
- Data management capabilities can speed recovery and boost confidence.
- Disaster protection is critical, but decreasing costs remains the biggest data protection issue.
- Data just keeps growing—and new data workloads present new challenges.
- Cloud data protection adds complexity.

Read on to learn more about what survey participants shared in each of these areas.



BUSINESS CONTINUITY IS A TOP CONCERN.

In the event of a data breach or failure, your data protection measures should guarantee minimal interruption of the business and seamless data recovery, if needed. Survey participants were asked to rate confidence in their business continuity in the event of hacking or a virus on a scale from

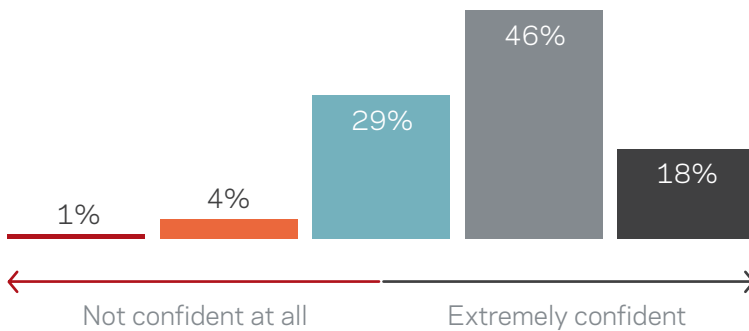


Figure 1. How confident are you that if something went wrong, your business would continue with minimal interruption?

1-5, with 1 equaling "not at all confident—we'd be starting over" and 5 equaling "extremely confident—we've got a plan in place." Just 18 percent of those surveyed expressed full confidence their data protection measures guaranteed minimal interruption of their business. And only 64 percent were truly confident in their ability to keep the organization up and running (see Figure 1).

The fact that more than one-third of surveyed organizations doubted their ability to recover critical data is especially surprising because of the sharp rise in cyberthreats like ransomware attacks. With global ransomware damage predicted to reach \$20 billion annually by 2021, the possible risk to an enterprise's data is very real.¹

DOWNTIME CAN COST YOU BIG TIME.

If (or when) a cyberattack occurs, downtime isn't just a threat to business continuity and customer satisfaction—it's also a threat to an organization's financial health. Although the actual amount varies by industry, type of business and even how an organization operates, downtime costs can average \$5,600 per minutes or over \$300,000 per hour.² And in one survey, 33 percent of organizations reported that a single hour of downtime cost them a staggering \$1-\$5 million.³

DATA MANAGEMENT CAPABILITIES CAN SPEED RECOVERY AND BUILD CONFIDENCE.

In a downtime scenario, certain data management capabilities can not only speed recovery, but also boost confidence in an organization's ability to return to normal operations. And although fast recovery of data may be your primary goal, having the right tools at hand can provide the assurance you need to take action—right away. We asked the IT execs surveyed to select all the data management capabilities that would help them feel more confident. Although nearly two-thirds of respondents cited faster backup and restore rates as their premium confidence-builder in a downtime/recovery scenario, several other capabilities were termed crucial and topped the list (see Figure 2).

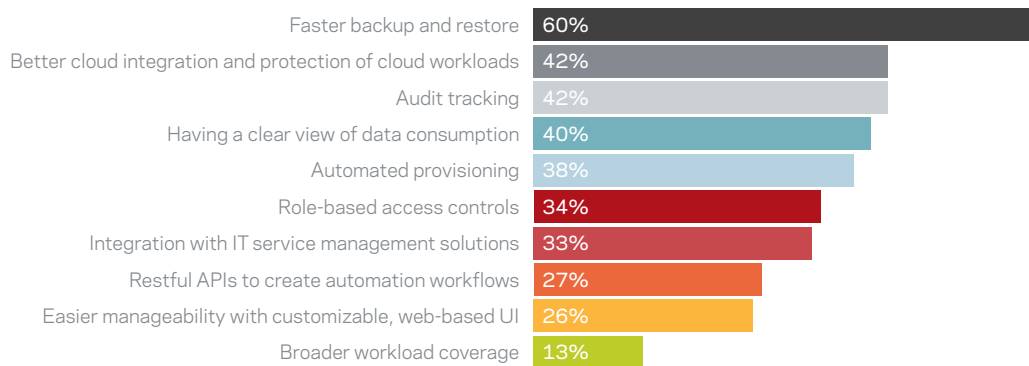


Figure 2. What data management capabilities would make you feel more confident in a downtime/recovery scenario? (Select all that apply)

DISASTER PROTECTION IS CRITICAL, BUT DECREASING COSTS REMAINS THE BIGGEST DATA PROTECTION ISSUE.

Although 7 percent of those surveyed claimed they had no data protection challenges, nearly half of survey respondents said high costs related to maintaining and expanding existing data storage and protection solutions remains their primary challenge. And despite the need to continually drive down costs, many organizations admit they're often still plagued with basic protection issues like meeting RPOs/RTOs or scalability across VMs, containers and workloads (see Figure 3).

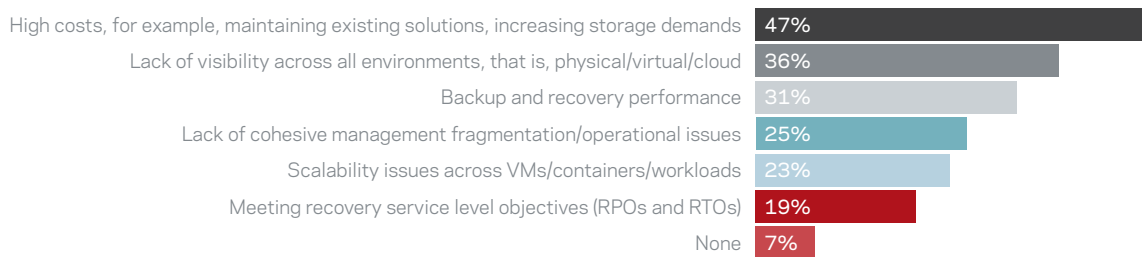


Figure 3. What data protection challenges do you face today?

Being able identify data sources no matter where they live, deduplicate data and automate compliance and long-term policies lets you protect and store only what you need, keeping costs low and confidence high.

DATA JUST KEEPS GROWING—AND NEW DATA WORKLOADS PRESENT NEW CHALLENGES.

Every day we produce an unbelievable amount of data: 2.5 quintillion bytes (at our current pace), to be exact.⁴ The rise of new types of data workloads adds even more complexity and raises questions about how to protect and store all the data from these new sources. And though use of traditional workloads remains steady, new workloads present new challenges (see Figure 4).

Point solutions are available for each workload type, but managing and maintaining separate systems, contracts and policies is more than a headache or a drain on your resources—it's a drain on your wallet, too.

Did we mention the cloud? Today's organizations are extending their on-premises environment by moving their data and workloads to the cloud—or, increasingly, to more than one cloud.

CLOUD DATA PROTECTION ADDS COMPLEXITY.

We asked survey participants which workloads they were currently using and which they plan to use in the future. Most organizations had chosen or were planning to use popular workloads like MySQL, MongoDB or PostgreSQL, although a smaller percentage was leaning toward free, community-developed workloads like MariaDB (see Figure 5).

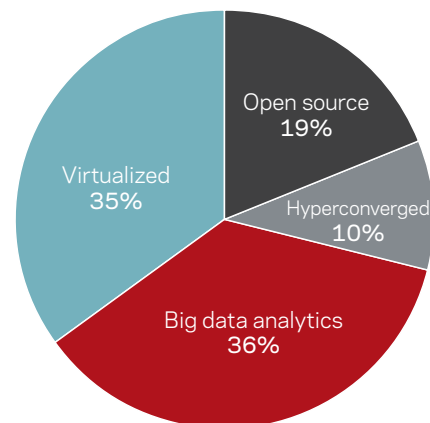


Figure 4. Which type of new workload presents the biggest data protection challenge?

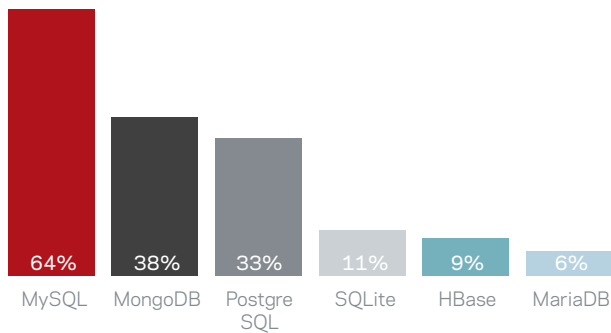


Figure 5. Which of the following workloads are in use in your organization today or will be in use in the near future?

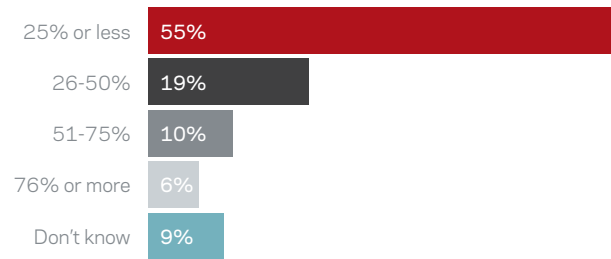


Figure 6. What percentage of your workloads is in the cloud?

We wondered if organizations were ready to protect all those new workloads, so we asked survey participants how much of their workloads were in the cloud. The answer surprised us: More than half said they already had 25 percent of their workloads in the cloud (see Figure 6).

Moving workloads to the cloud is a trend the organizations we surveyed felt would continue: a whopping 86 percent predicted cloud workloads would increase in the next two years, strengthening the need to ensure that data is also protected. And don't assume your data is being backed up by the cloud provider, either. In reality, many services require you to back up your cloud data.⁵

PROTECT EVERYTHING WITH ONE POWERFUL SOLUTION.

Serious data protection makes you confident your data is protected on-premises and in the multi-cloud, streamlines management, helps contain costs and scales as your organization—and your data—change and grow. Using a single, easy-to-manage solution like Veritas makes protecting all your data easy, whether it's in traditional workloads like Oracle, virtual workloads like VMware or Microsoft Hyper-V, open source workloads like MySQL or big data workloads like Hadoop. Plus, Veritas integrates seamlessly with all the leading cloud platforms—from AWS, Google Cloud or Microsoft Azure to OpenStack. So when you're ready to get serious about enterprise data protection, just remember: The right choice can help you craft a strategy that takes you from feeling scared to actually being prepared.

Learn more: www.veritas.com/solution/data-protection

1. ["Global Ransomware Damage Costs Predicted to Reach \\$20 Billion \(USD\) by 2021"](#)
2. ["The Cost of Downtime"](#)
3. ["Cost of Hourly Downtime Soars"](#)
4. ["How Much Data Do We Create Every Day?"](#)
5. ["The Truth in Cloud: It's not there."](#)

ABOUT VERITAS TECHNOLOGIES LLC

Veritas Technologies is a global leader in enterprise data management—our software and solutions help organizations protect their mission-critical data. Tens of thousands of businesses, including 97% of Fortune 100 companies, rely on us every day to back up and recover their data, keep it secure and available, to guard against failure and achieve regulatory compliance. In today's digital economy, Veritas delivers technology that helps organizations reduce risks and capitalize on their most important digital asset—their data. Learn more at www.veritas.com or follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

Veritas Technologies LLC
2625 Augustine Drive
Santa Clara, CA 95054 USA
+1 (866) 837 4827
veritas.com

For specific country offices and contact numbers, please visit our website.
veritas.com/company/contact

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