How can organizations enhance their data protection in a time of digital transformation?

- Review your data protection readiness
- Make cyber resiliency a top priority
- Consolidate on Dell EMC data protection

According to a survey conducted by Vanson Bourne, 64% of organizations are concerned that they will experience a disruptive event such as data loss or systems downtime in the next twelve months.

**Average cost of data loss in the last 12 months (in USD)**

- 62% of organizations are concerned that they will experience a disruptive event such as data loss or systems downtime in the next twelve months.
- 30% of organizations are not very confident that all business critical data can be recovered in the event of a destructive cyber attack.

**Adoption of public or hybrid clouds can put data at risk if specific data protection solutions designed for these environments are not in place.**

**New and emerging technologies present data protection challenges to organizations, which may impact readiness.**

**The threat of a cyber attack looms over organizations – exacerbated by the increase of remote workers – and few are confident in their ability to protect against and recover from it.**

**As-a-Service offerings are of interest to many organizations and present a new opportunity to further simplify protection deployment.**

- 21% believe their cloud service provider is responsible for protecting their workloads in multiple cloud environments.
- 60% of organizations use the public cloud for long term retention.
- 59% of organizations use the public cloud for disaster recovery.

The top 3 priorities for as-a-Service offerings are storage, backup and disaster recovery.

- 82% of organizations cite flexibility and optimized IT operations as main reasons for pursuing as-a-Service.
- 66% of organizations prefer to work with a vendor who offers multiple as-a-Service offerings.

**Data Protection in a Time of Digital Transformation**

Cyber threats, multi-cloud, containers and more are causing organizations to re-evaluate how they protect data.

- 74% of organizations are concerned their organization’s existing data protection solutions won’t be able to meet all future business challenges.
- 82% of organizations are struggling to find data protection for cloud native applications.
- 74% of organizations are struggling to find data protection for SaaS applications.

Additionally, simplifying data protection by reducing the number of vendors supplying solutions can result in better protection against the consequences of data loss.

- 4x Greater estimated annual cost of data loss in organizations using multiple data protection vendors compared to those using a single vendor.
- 6x Increase in data loss for organizations using multiple data protection vendors compared to those using a single vendor.

How can organizations enhance data protection in a time of digital transformation?

- Enhance your data protection capabilities
- Make data protection a top priority
- Streamline your data protection strategy
- Monitor your data protection environment

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**Methodology**

Research carried out by Vanson Bourne during February, March and April, 2021. Respondents were IT decision makers from both private and public organizations with 250+ employees. There were a total of 1,000 respondents from four regions – 200 from the Americas (US, Mexico and Brazil), 450 from EMEA (UK, France, Germany, Italy, South Africa and UAE), 250 from APJ (Australia, India, Japan, Singapore and South Korea) and 100 from China.

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