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

65%

$640,239

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

66%

are concerned that they will experience a disruptive event such as data loss or systems downtime in the next 12 months

70%

are concerned their organization’s existing data protection measures may not be sufficient to cope with malware and ransomware threats

67%

are not very confident that all business critical data can be recovered in the event of a destructive cyber attack

72%

agree their organization has increased exposure to data loss from cyber threats with the growth of employees working from home

68%

are concerned that their organization is not adopting cloud-based services and solutions

82%

are interested in data protection services and solutions for their multi-cloud and hybrid cloud environments

70%

are interested in or planning to invest in cloud native applications

86%

are interested in or planning to invest in SaaS applications

77%

are concerned that the cloud native applications they have or plan to invest in will not have the same level of data protection features that their current cloud native applications have

66%

are concerned that their organization’s existing data protection solutions won’t be able to meet all future business challenges

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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The consequences of disruptive events can be devastating, but organizations can minimize their risk by regularly evaluating their data protection readiness.

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 availability.

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 these threats.

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

15% believe their cloud service provider is responsible for protecting their workloads in multiple cloud environments

63% of organizations using the public or hybrid cloud lack confidence that they can protect all data across these environments

70% of organizations use the public cloud for long term retention

67% of organizations use the public cloud for disaster recovery

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

86% of organizations prefer to work with a vendor who offers multiple as-a-Service offerings

70% of organizations investing or planning to invest in cloud native applications are struggling to find data protection for them

86% of organizations investing or planning to invest in SaaS applications are struggling to find data protection for them

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