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

60% are concerned that they will experience a disruptive event such as data loss or systems downtime in the next 12 months.

$1,205,973 average cost of data loss in the last 12 months (in USD)

70% are concerned that their organization’s existing data protection measures may not be sufficient to cope with malware and ransomware threats.

54% are not very confident that all business-critical data can be recovered in the event of a destructive cyber attack.

69% agree their organization has increased exposure to data loss from cyber threats with the growth of employees working from home.

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.

Commissioned by Dell Technologies

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 adoption.
- 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 them.

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

- 22% believe their cloud service provider is responsible for protecting their workloads in multiple cloud environments.
- 66% of organizations using the public or hybrid cloud lack confidence that they can protect all data across these environments.

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

- Ensure your data protection is ready.
- Make reliability a top priority.
- Consolidate on Dell EMC data protection.

Go to DellTechnologies.com/gdpi to learn how to get ahead of the curve.

Dell Technologies helps organizations and individuals build their digital future and transform how they work, live and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio for the data era.