How can organizations enhance their Data Protection in a World of Digital Transformation?

- Modernize your data protection
- Reduce operational complexity
- Enhance cyber resiliency

64% of cyberattacks' first point of entry was external

63% of respondents are concerned that their existing data protection measures may not be sufficient to cope with malware and ransomware threats

76% are concerned their organization’s existing data protection measures may not be sufficient to cope with malware and ransomware threats

72% of respondents are concerned that they will experience a disruptive event in the next twelve months

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

$1.24m

64%

Concerns and a lack of confidence surrounding the capabilities of their existing data protection measures are prevalent, exposing organizations to risk

76% are concerned that they will experience a disruptive event in the next twelve months

Cyberthreats remain top of mind for organizations of all sizes

As-a-service offerings are of interest to many organizations and present new opportunities to further simplify data protection

The top 3 priorities for as-a-Service offerings are:

- Storage
- Cyber-recovery
- Disaster recovery

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.

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Data Protection in a Multicloud World

- Multiclouds, operational complexity, cyber
- protection

Data protection challenges resulting in disruption are on the rise with public clouds and cyberattacks the leading areas of concern. Organizations that continue to modernize data protection can minimize risk and raise confidence levels as they pursue digital transformation.

- Are you concerned that your existing data protection measures may not be sufficient to cope with malware and ransomware threats?
- Are you concerned that you will experience a disruptive event in the next twelve months?

Cyber threats remain a top risk for organizations of all sizes

67% of respondents are concerned that they will experience a disruptive event in the next twelve months

60% of organizations are not very confident that their organization can protect all the data across their public clouds

57% cite the ability to protect multi-workloads (VMs, containers, cloud-native apps) across on-premises and public clouds to be among the most important capabilities for enabling hybrid, multicloud operations

Although many organizations have an understanding and are planning or deploying Zero Trust, few have fully implemented the architecture

- My organization does not yet have an understanding of Zero Trust
- My organization is just now discussing what Zero Trust means to our operations
- My organization understands and is committed to implementing Zero Trust practices
- My organization is in the planning phase of implementing a Zero Trust security architecture
- My organization is actively deploying Zero Trust security architecture capabilities
- My organization has fully implemented Zero Trust security architecture and its ongoing maintenance

Although many organizations have an understanding and are planning or deploying Zero Trust, few have fully implemented the architecture

Simplifying data protection through fewer vendors can result in better protection against the consequences of data loss

- 90% of those using multiple data protection vendors believe they would benefit from reducing the number of vendors they use

Methodology

Research carried out by Vanson Bourne between August, September and October 2022. 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

Concerns and a lack of confidence surrounding the capabilities of their existing data protection measures are prevalent, exposing organizations to risk.