

Data Protection Risk Landscape



Amid digital transformation and recent world events, the importance of a sound data protection strategy has never been greater. Organizations across all industries share the concern that their data protection strategies may not be capable of coping with the broad array of challenges facing them as they move forward into the data decade.

The new work-from-home economy, the proliferation of cyber threats, continued adoption of new technologies and the ubiquity of hybrid, multi-cloud infrastructure require a holistic approach to data protection – to simplify IT and ensure the reliable protection and rapid recoverability of critical data assets.

This eBook presents findings from Vanson Bourne's Global Data Protection 2021 study, a survey of 1,000 IT decision makers (ITDMs) globally

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The risk landscape



Sixty-four percent of organizations are concerned that they will experience a disruptive event in the next 12 months.

Moreover, 65% of decision makers lack confidence their organization will be able to recover all systems/data to meet SLOs following a data loss incident.

Adding to this cause for concern, the issues of data loss and systems downtime continue to have a significant financial impact on organizations.

\$959,493

Average cost of data loss in the last 12 months

\$513,067

Average cost of unplanned systems downtime in the last 12 months

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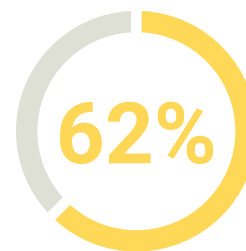
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The growing threats of cyber attacks

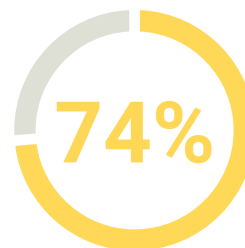
For an increasing number of organizations, the likelihood of cyber attacks has risen to the top of the list as the biggest risk threatening their business. Concerns are fueled in part by a rapid rise in work-from-home practices, as remote work has significantly increased the surface vector for potential attacks.

The modern threat of cyber attacks and the importance of maintaining the confidentiality, availability and integrity of data require modern solutions and strategies to protect vital data and systems.

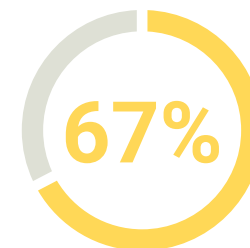
But... Many lack confidence in the capacity of their organization's data protection to sufficiently defend against and recover from cyber threats.



Are concerned their existing data protection measures may not be sufficient to cope with malware and ransomware threats



Agree they have increased exposure to data loss from cyber threats with the growth of employees working from home



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

Assurance that you can quickly recover your most critical data and systems after a cyber or other disruptive event is a critical step in resuming normal business operations.

Dell EMC PowerProtect Cyber Recovery solutions and services provide the highest levels of protection, integrity and confidentiality for your most valuable data and critical business systems.

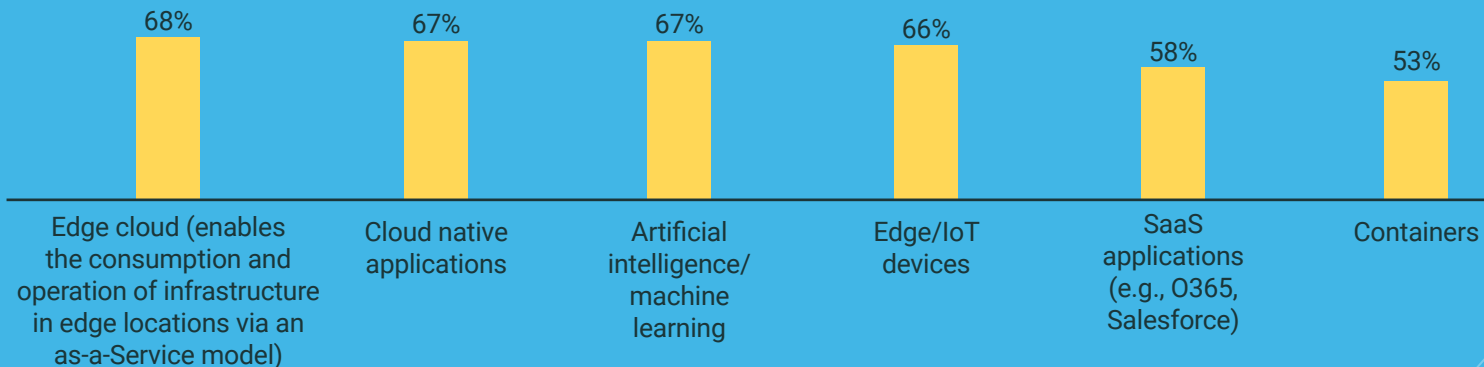
[Take Dell Technologies' cyber resiliency assessment.](#)

Keeping pace with new workloads and emerging technologies

The growth of new workloads and emerging technologies can result in increased IT complexity and less overall confidence if data protection does not keep pace.

Organizations are investing in many new technologies, which could be complicating their data protection challenges, and many organizations are struggling to protect these technologies.

"Which newer/emerging technologies in particular is your organization struggling to find data protection solutions for?"



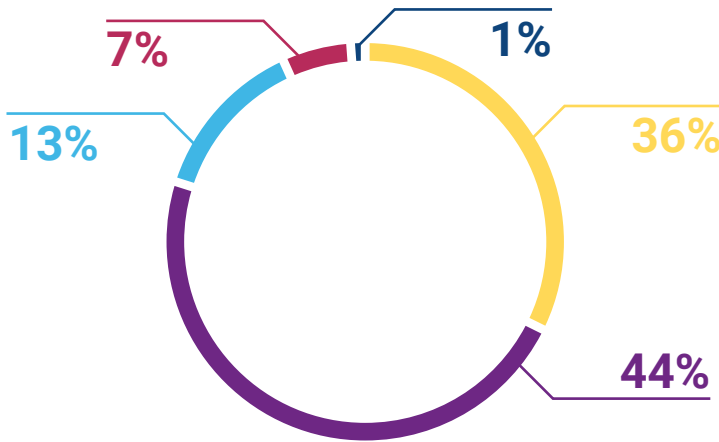
More immediately, worries about the risks posed by new technologies are likely contributing to decision makers' concern that their organization will experience a disruptive event in the next 12 months – meanwhile, 82% of survey respondents believe their current data protection technologies will not be capable of meeting all their future business challenges.

Organizations need innovative data protection solutions to protect both traditional workloads, such as Oracle, SQL, SAP, Exchange and NAS file services, and modern workloads, such as Kubernetes containers, cloud native applications such as Mongo DB and SaaS applications such as Microsoft Office 365, Salesforce and Google Workspace.

[Learn more about Dell Technologies proven and modern cloud data protection solutions.](#)

Data protection vulnerabilities in cloud environments

Many organizations leverage hybrid, multi-cloud infrastructure to deploy application workloads; however, only 36% stated they were very confident in their cloud data protection capabilities. By contrast, one-fifth of respondents indicated they had some doubt or were not very or at all confident in their ability to protect data in the public cloud.



- Very confident - we protect all of our data across public cloud
- Moderately confident - we protect all of our critical data across public cloud, but not all our total data
- Some doubt - we protect most of our critical data across public cloud
- Not very confident - we protect some of our critical data across public cloud
- Not confident at all - we do not protect data across public cloud



Are currently using the public cloud for disaster recovery



Are currently using the public cloud for long term retention

And with the majority of organizations using the public cloud for key business initiatives such as disaster recovery (DR) and long-term archival, this lack of data protection confidence could indicate a point of vulnerability for their DR readiness and for the viability of their long-term data repositories.

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A number of organizations are running workloads in multiple cloud environments, or are running virtualized workloads using VMware in the cloud.

Around one in four believe that their cloud service providers are responsible for protecting these workloads – but is this really the case? Many organizations might be leaving themselves unknowingly exposed by making this assumption.

From physical and virtualized applications, to containers, cloud-native apps and SaaS, data protection solutions from Dell Technologies give organizations the flexibility to protect mission-critical workloads wherever they reside, across hybrid, multi-cloud and edge, while making it easier for organizations to move and migrate data to enhance DR readiness, ensure compliance, enhance security and lower costs.



Each cloud service provider is responsible for protecting our workloads in multiple cloud environments



Our cloud service provider is responsible for protecting our virtualized workloads

The growth of as-a-Service

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As-a-Service offerings continue to gain interest from many organizations and present a new opportunity to further simplify the deployment and consumption of data protection.

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Storage-as-a-Service, Backup-as-a-Service and Disaster Recovery-as-a-Service are among the most commonly prioritized as-a-Service solution offerings.

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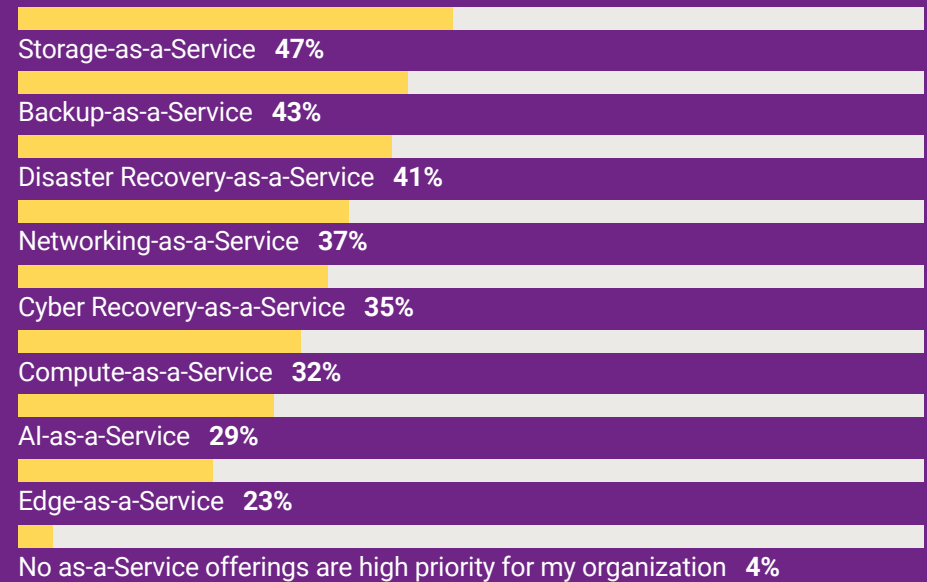
82%

of organizations would be more likely to pursue a vendor which has multiple as-a-Service options

The vast majority of organizations would prefer to work with a vendor which has multiple as-a-Service offerings, suggesting a desire to consolidate their workloads with fewer vendors in order to simplify operations.

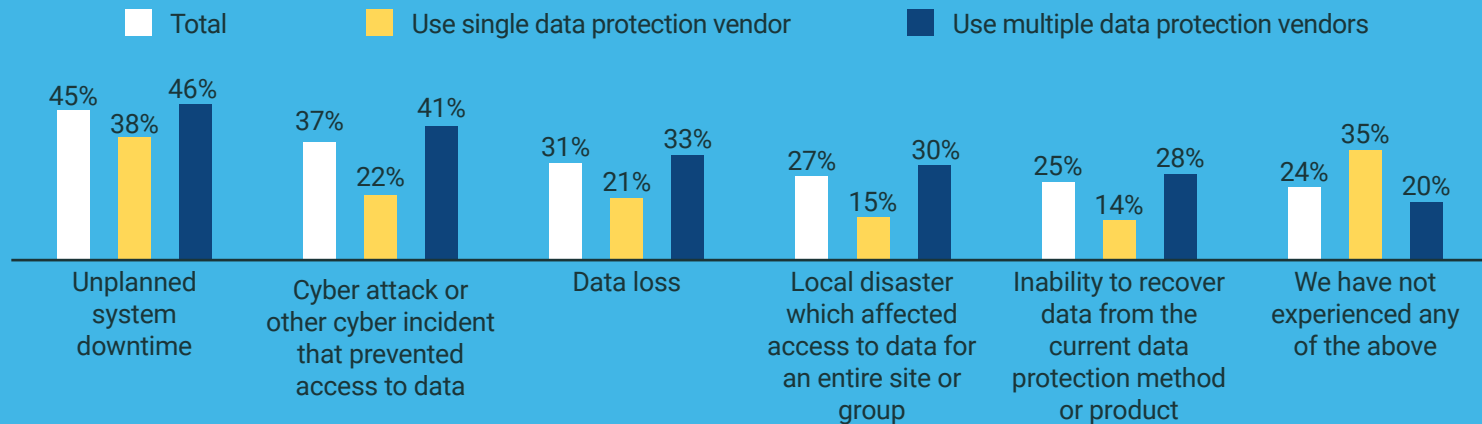
APEX brings together the ease and agility of as-a-Service operating models with the power and control of leading Dell Technologies infrastructure, enabling organizations to deliver as-a-Service capabilities wherever they are needed, from the data center to edge locations or a colocation facility.

APEX delivers complete IT infrastructure solutions for a range of data and workload requirements, enabling organizations to accelerate innovation, adapt to evolving requirements and stay in control of IT operations.



Simplifying data protection

Simplifying data protection by reducing the number of vendors supplying solutions can result in fewer incidents with less impact to the business. This one-stop approach can also streamline data protection across hybrid, multi-cloud and edge by providing greater flexibility and choice in ensuring the right solution for an organization's unique requirements.



By leveraging a portfolio of proven and modern cloud data protection solutions from Dell Technologies, organizations can simplify IT, mitigate risk, lower costs and enhance the protection and security of their mission-critical workloads and data assets. These solutions support physical and virtualized workloads as well as Kubernetes containers, cloud-native applications and SaaS, to give organizations end-to-end data protection and cyber resiliency across their hybrid, multi-cloud and edge environments; all from a single data protection solution provider.

Summary

In today's on-demand economy nothing happens without data. Remove access to it and the wheels of progress come to a grinding halt. And yet, most organizations openly admit they are not confident in their data protection and recoverability readiness. IT organizations need holistic data protection solutions that address a broad set of requirements ranging from cyber resiliency and protection for modern workloads, to flexible options for protecting applications and data across hybrid, multi-cloud and edge locations. Just as important, these solutions must be simple, reliable, efficient, scalable and more automated, enabling IT organizations to spend less time on data protection operations and more time focusing on strategic initiatives.

Dell Technologies' [deep portfolio of proven and modern data protection and cyber resiliency solutions](#) deliver simplified, efficient and reliable protection and recovery of applications and data wherever they are deployed.

As a leader in data protection software and integrated data protection appliances, Dell Technologies is committed to delivering end-to-end, innovative data protection solutions that help organizations feel confident that their critical data is safe guarded at all times so they can focus less on managing their data protection infrastructure and more time focusing on their business.

Mitigate risk and get ahead of the curve

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Conduct regular data protection readiness reviews



Make cyber resiliency a top priority



Consolidate data protection initiatives with Dell

To Learn More Go To: DellTechnologies.com/dataprotection





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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