

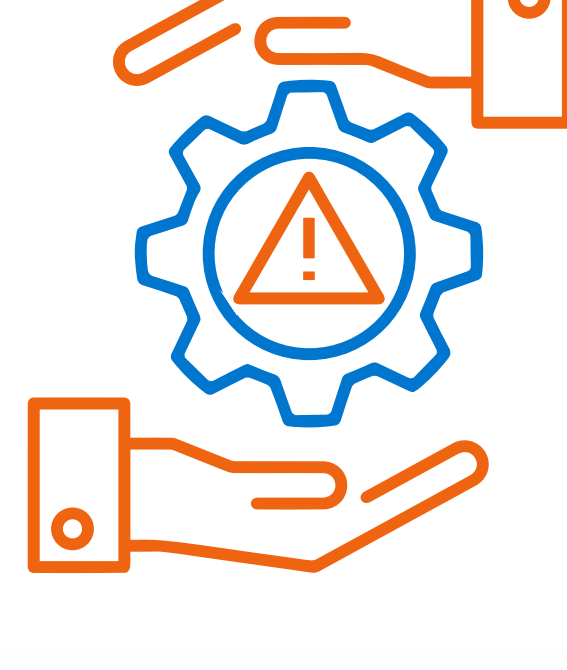


# Data Protection in a Multicloud World

Multiclouds, operational complexity, cyber resiliency and more

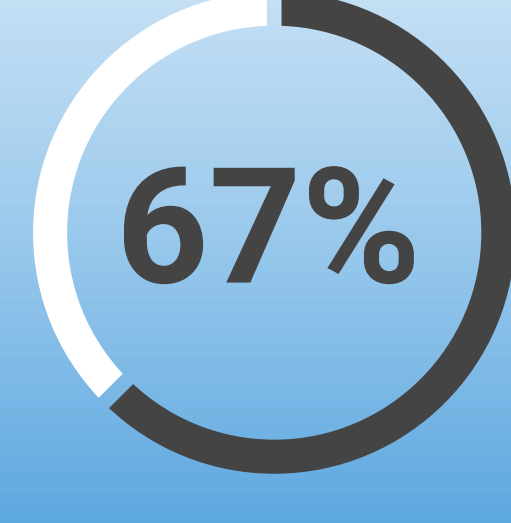
Data protection challenges resulting in disruption are on the rise with public clouds and cyberattacks the leading areas of concern. Organizations that continue to modernize data protection can minimize risk and raise confidence levels as they pursue digital transformation.

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

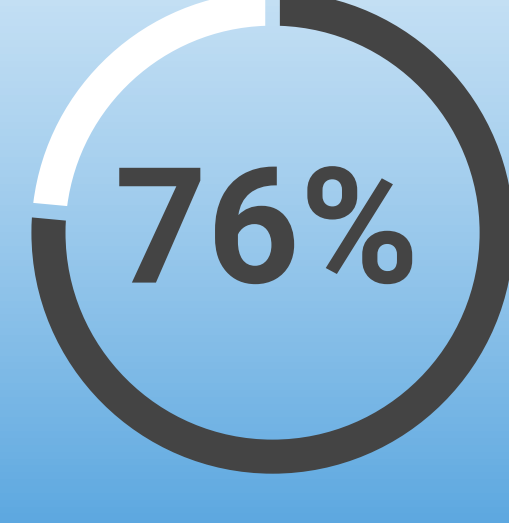


**69%** are concerned that they will experience a disruptive event in the next twelve months

**\$1.06m** the average cost of data loss in the last 12 months (in USD)



67% are concerned their organization's existing data protection measures may not be sufficient to cope with malware and ransomware threats



76% say a lack of data protection solutions for newer technologies such as containers, cloud-native, IoT, edge is one of the top five challenges their organization faces in relation to data protection



**The adoption of public clouds continues as does concern over adequately protecting data in the cloud**

**67%** of those using hybrid or public cloud when updating or deploying applications are not very confident that their organization can protect all the data across their public clouds

**64%** 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

## Cyberthreats remain top of mind for organizations of all sizes

**63%** are not very confident that all business-critical data can be reliably recovered in the event of a destructive cyberattack



**48%** report suffering a cyberattack or other cyber incident that prevented access to data in the last 12 months



**60%** of cyberattacks' first point of entry was external

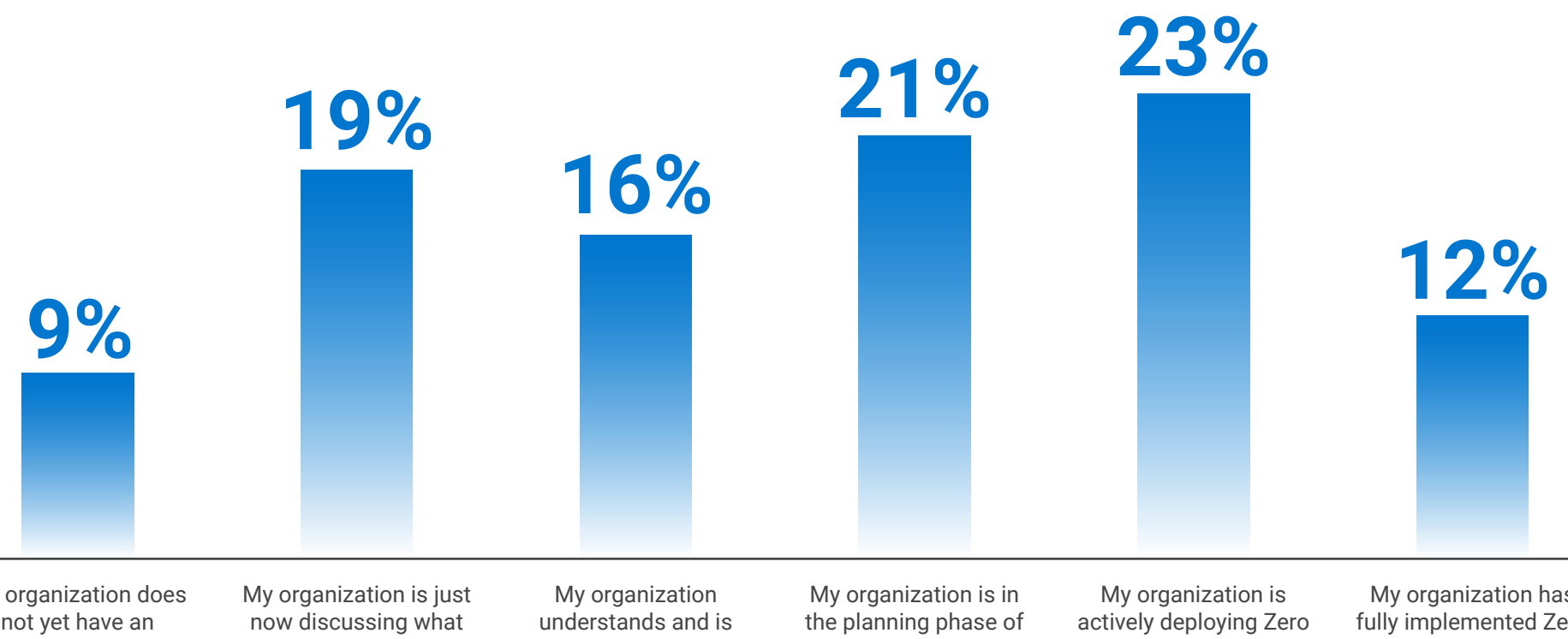


**70%**

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



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



## 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



Backup

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

**85%** of those using multiple data protection vendors believe they would benefit from reducing the number of vendors they use



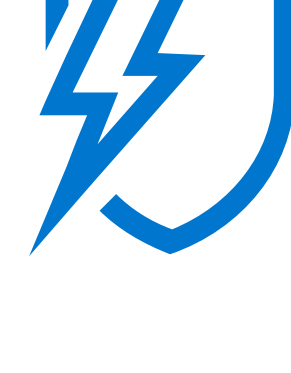
Organizations using multiple data protection vendors are 44% more likely to have experienced a cyberattack or incident in the last 12 months compared to those using a single vendor



Cyberattack or incidents cost, on average, 51% more for organizations using multiple data protection vendors compared to those using a single vendor

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

Modernize your data protection



Reduce operational complexity



Enhance cyber resiliency



Learn more at [Dell.com/gdpi](https://Dell.com/gdpi)

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.

### Methodology

Research conducted 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.

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