

*Powering clients to a future shaped by growth*

A Frost & Sullivan White Paper

# 2021 CIO Guide to Modern Data Protection

Data Protection Drives Resiliency

By: Roberta Gamble,  
Partner and Vice President, Frost & Sullivan  
Sponsored By: Veeam



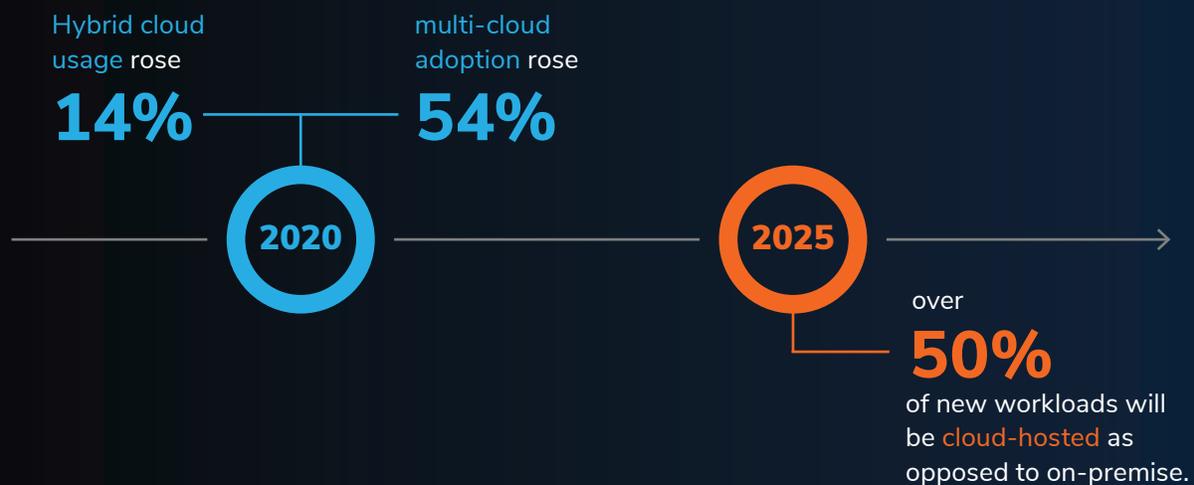
## Data Protection Drives Resiliency

Risk mitigation is a key tenet for business continuity and resilience. While organizations typically retained their overarching modernization goals in 2020, strategies to meet those goals tended to focus more on resilience than growth: Frost & Sullivan research<sup>1</sup> shows that the top two priorities for businesses in 2020 were improving efficiency and enabling a better customer experience.

The changes brought forth by events in 2020 also resulted in a significant uptick in the volume and diversity of data being generated and streaming into organizations. The move to remote work meant new systems had to be in place that could accommodate thousands—even hundreds of thousands—of employees now logging in from new equipment or personal devices. In-person interactions, whether with customers or value chain partners, had to be virtualized, which required new tools, apps, and features and resulted in even more data. To capture, process, and utilize waves of new and different information, organizations turned to the cloud.

The cloud is seen as a leading strategy to ensure data hygiene and resiliency, but it also creates problems by obscuring organization visibility. On the one hand, 79% of IT professionals interviewed by Frost & Sullivan planned to improve their disaster recovery (DR) capabilities by moving to the cloud<sup>2</sup>. On the other hand, cloud usage can be ad-hoc rather than closely tied to an organization's strategic growth objectives, making it difficult for IT teams to identify and mitigate gaps in backup and recovery. As cloud usage expands, many organizations find themselves juggling multiple cloud providers: an average of three, per Frost & Sullivan research.

Cybersecurity attacks also rose precipitously in 2020. For example, detected and blocked attempts at ransomware rose 715% in the 12 months ending in June 2020 as compared to the 12 months prior<sup>3</sup>. The combination of growing security risks, rapid cloud adoption, and the lack of prioritizing data backup and recovery creates a tenuous situation that may result in unforeseen gaps, security vulnerabilities, and lost productivity.



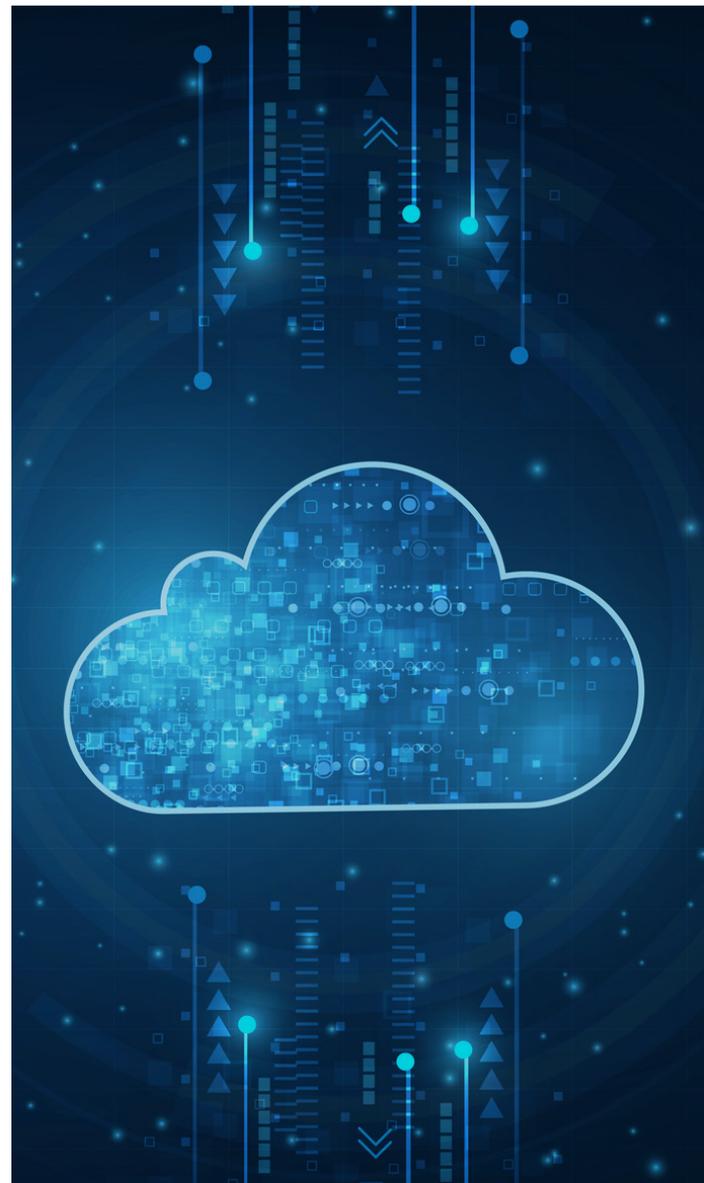
Protecting and backing up data is among the most elemental responsibilities of IT, with the “3-2-1 rule” (three copies of the data in two different formats, plus one copy off-site) a common guideline that illustrates the need for spreading risk; hence, most organizations employ this guideline at some level. Engaging backup and disaster recovery suppliers is increasing as well, with 46% of companies anticipated to use a BaaS provider by 2023, up from 29% in 2020<sup>4</sup>. Despite this trend, current processes can be antiquated, and older systems are rife with risk: their reliance on manual tasks make them prone to human error, leading to efficacy gaps that leave data vulnerable.

Data storage costs are spiraling upwards as well, whether on-premises (on-prem) or related to unplanned cloud capacity growth. While the amount of data generated in 2020 was exceptional, the expansion of data generation has been ongoing for years and is not likely to abate. Systems may not have been built to withstand rapid increases in data or to handle information on the cloud, in multi- or hybrid cloud scenarios, and across different platforms and even formats.

The improvements that new and advanced solutions have over archaic ones are stark: for one, the cost and coverage picture is much better. Modern solutions that employ artificial intelligence (AI)-driven automation need less manpower to run, and responsive cloud storage keeps data costs in check—by some estimates, these solutions can be as much as 50% less<sup>5</sup> costly in terms of total cost of ownership than their older counterparts. Data management platforms can also increase IT efficiency by 30% and respond 73% faster to problems<sup>6</sup>.

In terms of performance, advanced archival solutions furnish much higher levels of data protection, reporting near-perfect RPO and RTO. Scalable cloud storage means comprehensive coverage across all infrastructures, platforms, and formats that

As cloud usage expands, many organizations find themselves juggling multiple cloud providers: an average of three, per Frost & Sullivan research.



are accessed and managed through a unified vantage point. It also means faster duplication and redundancy. The cloud's computing power is what allows AI-based automation to not only be more effective and efficient, but to learn and improve over time. Cross-platform capabilities go beyond providing improved organizational visibility to also include data mobility across platforms, further improving storage, access, and utilization.

Within the realm of data protection, advanced solutions provide better security, value, and the ability to grow and evolve with an organization. In more sophisticated scenarios, modern backup solutions can even help organizations reach into and leverage stored data to augment the growing tools that require vast amounts of information. Organizations are realizing that they need ways to utilize all data more intelligently.

“Data management platforms can also increase IT efficiency by 30% and respond 73% faster to problems.”

– Veeam

## About Veeam

With more than a decade of innovation, Veeam® continues to distinguish itself as the industry leader for backup and data protection. While we started our company focused on protecting virtualized workloads, our breadth of capabilities now spans physical infrastructure to public clouds like AWS, Azure and GCP, Kubernetes, and SaaS workloads.

Our complete data management platform extends beyond core backup and recovery with monitoring, disaster recovery, data mobility across cloud and data centers, security focusing on ransomware protection, and data reuse capabilities. These key components take backup to the next level. Veeam's platform growth has resulted in a leadership position in every top tier analyst ranking, peer review platform, and growth that far outpaces any leading vendor in the market.

Learn more about [Veeam Cloud Data Management™](#).

## Endnotes

---

- 1 Source: Frost & Sullivan's 2020 global cloud user survey
- 2 Source: Frost & Sullivan's Data Protection & Management in Light of COVID-19
- 3 Sources: Bitdefender, as reported by the University of South Florida
- 4 Source: Veeam
- 5 Source: Veeam
- 6 Source: Veeam

F R O S T  S U L L I V A N

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the Global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

The contents of these pages are copyright ©2021 Frost & Sullivan.