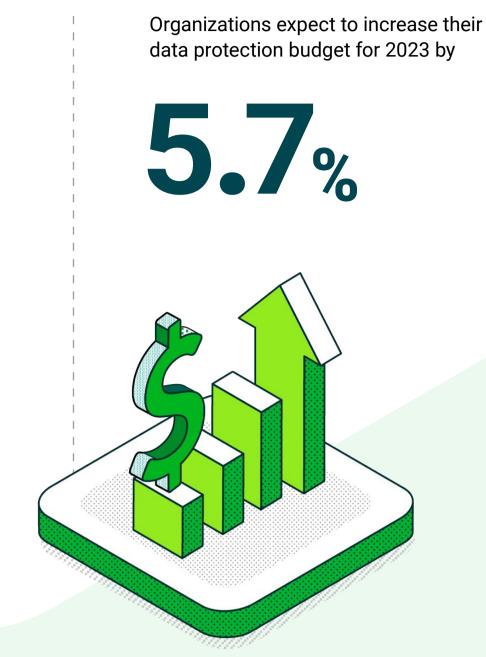
VEEAM

2023

Data Protection Trends

In late 2022, an independent research firm completed their survey of 4,200 unbiased IT leaders and implementers on a variety of data protection drivers, challenges, and strategies — including 975 in APJ. The following are some key statistics as reported by respondents affecting the data protection in APJ.

There is expected to be a significant shift with incremental investment in data protection for 2023

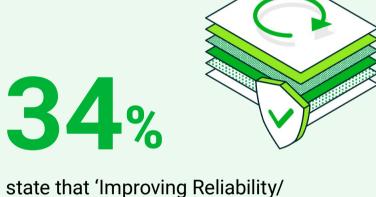




of organizations expect to change their backup solutions in 2023

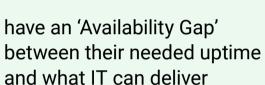
The primary drivers for change are seeking higher reliability and improved recoverability, in part due to the dissatisfaction with their existing data protection strategies

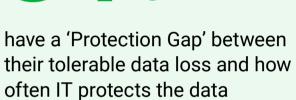




Success of Backups' is their motivation

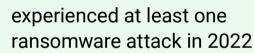
for changing backup solutions





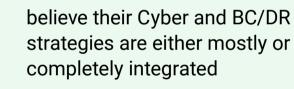
Ransomware and other BC/DR events continue to be top

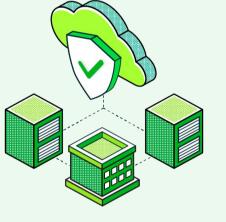


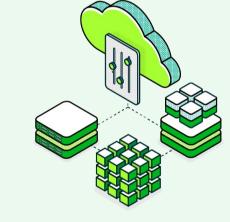




of mind as organizations prepare for 2023



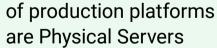




believe cloud-powered and/or orchestrated DR is the most important aspect of a modern data protection solution

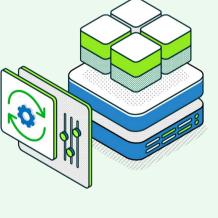
Perhaps the most challenging 2023 trend affecting data protection strategy is the breadth of Hybrid IT by organizations of all sizes







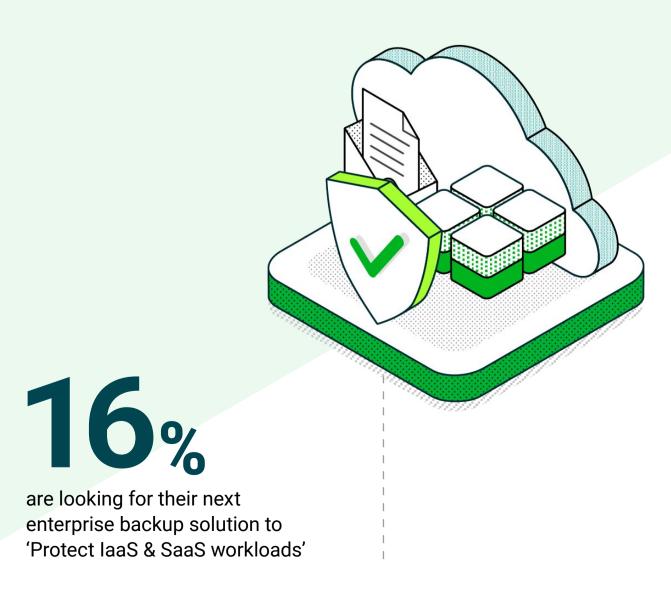
of production platforms are Virtual Machines





of production platforms are Cloud-Hosted

Increased usage of the cloud in both production and protection are also key drivers in 2023



expect to utilize cloud services as part of their data protection solution by 2025



The full 2023 Data Protection Trends Report is available at https://vee.am/DPR23



Questions about this research and insights/assets published from it can be sent to StrategicResearch@veeam.com