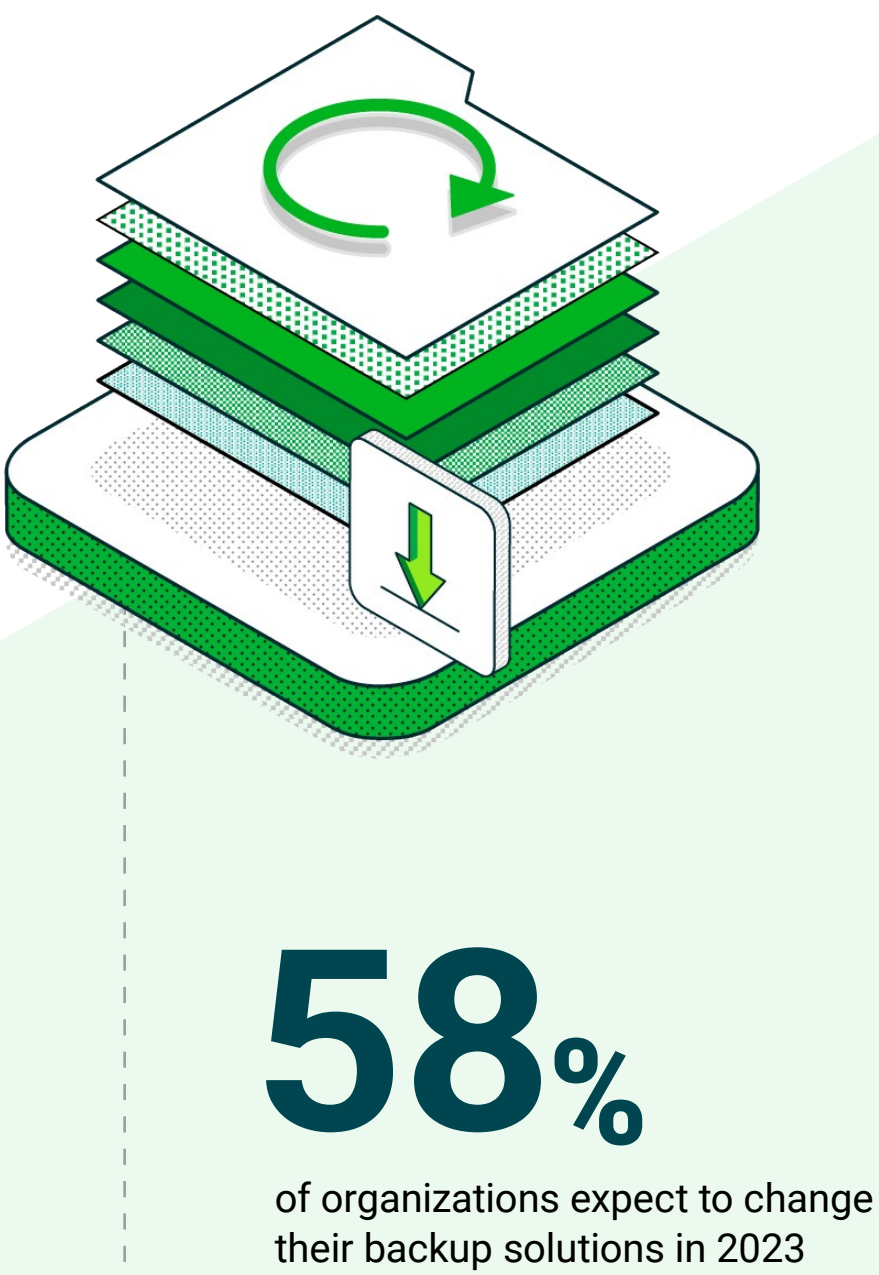
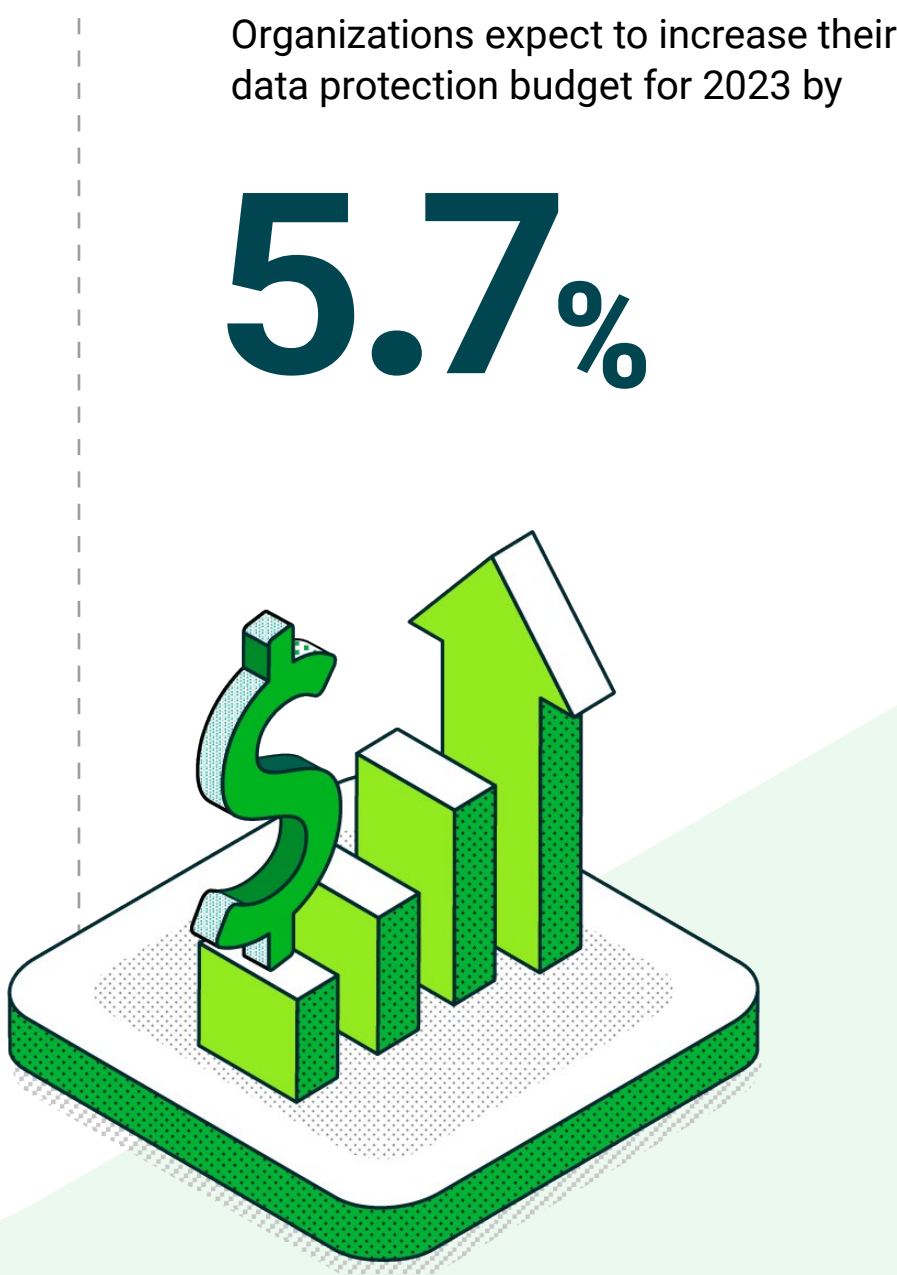




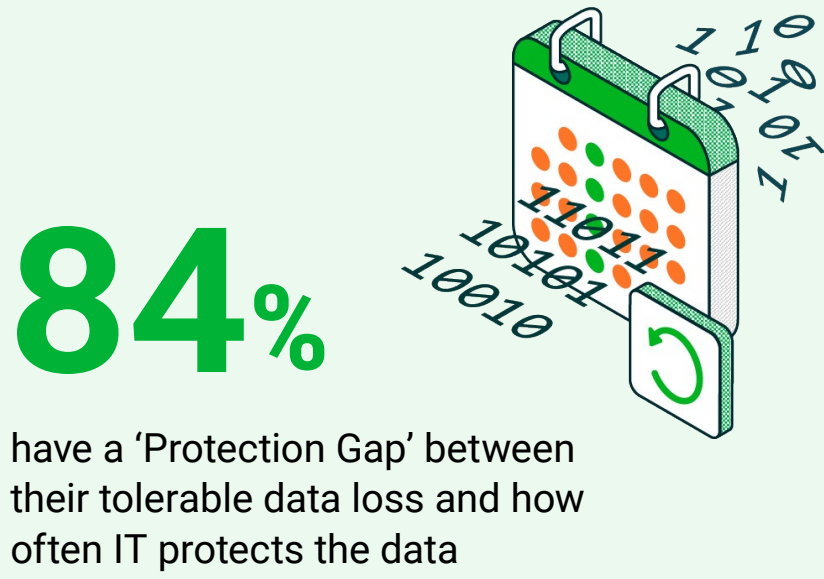
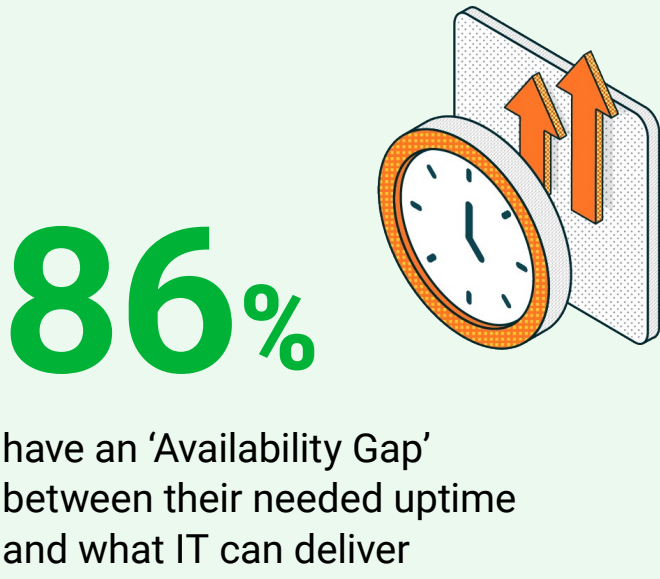
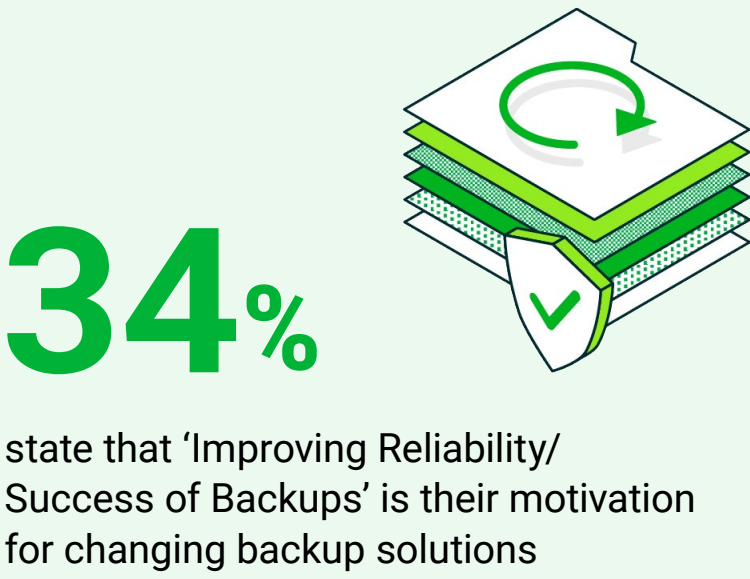
2023 Data Protection Trends

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.

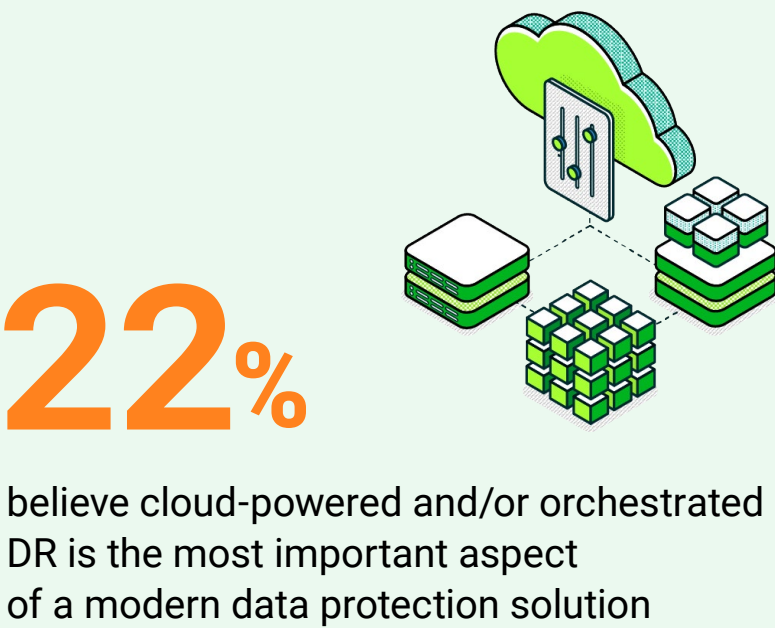
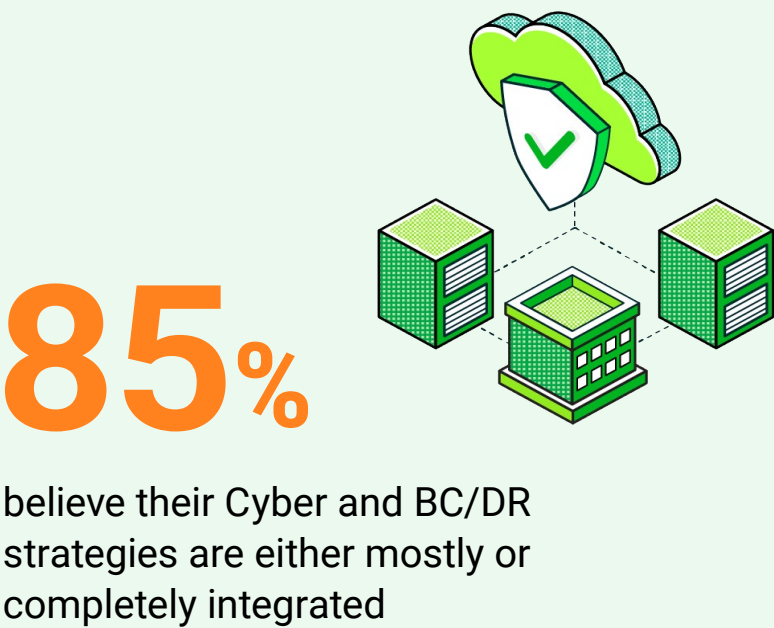
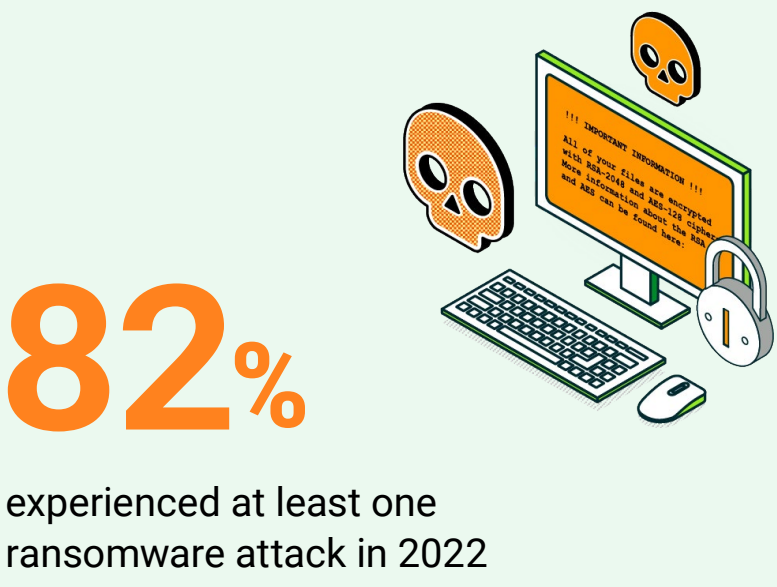
There is expected to be a significant shift with incremental investment in data protection for 2023



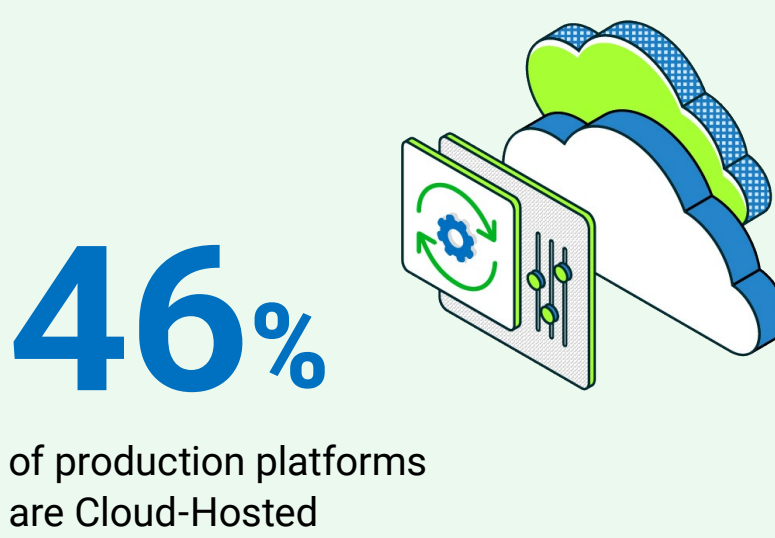
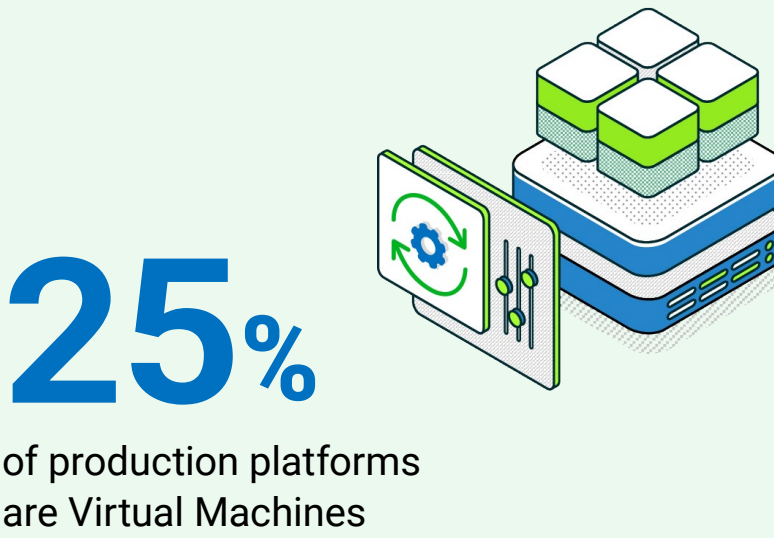
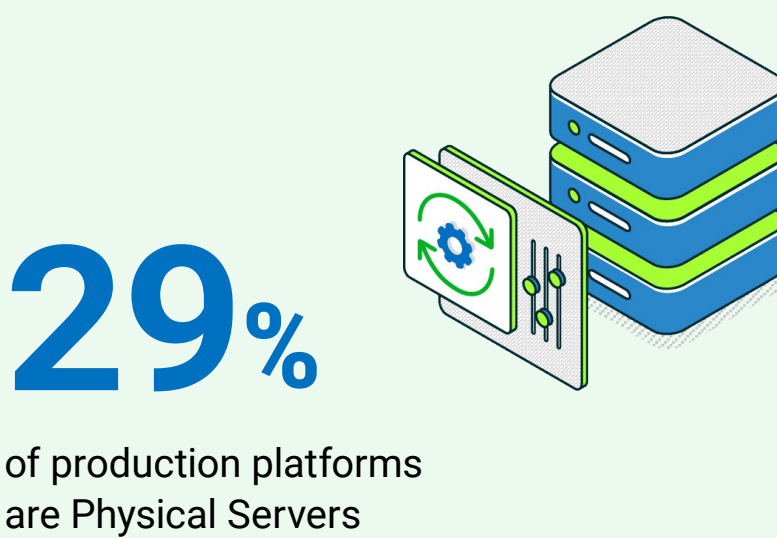
The primary drivers for change are seeking higher reliability and improved recoverability, in part due to the dissatisfaction with their existing data protection strategies



Ransomware and other BC/DR events continue to be top of mind as organizations prepare for 2023



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



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

