# 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 1207 in North America. The following are some key statistics as reported by respondents affecting the data protection in North America.

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

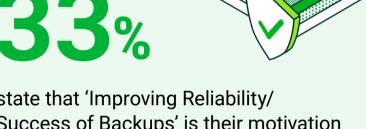




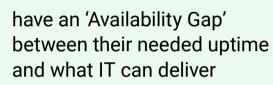
of organizations expect to change their backup solutions in 2023

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



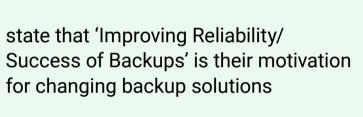


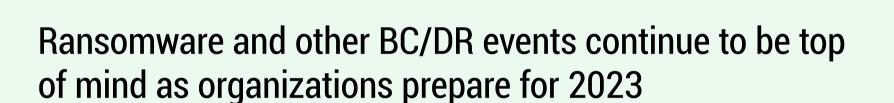






have a 'Protection Gap' between their tolerable data loss and how often IT protects the data

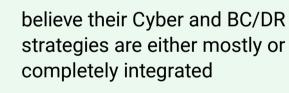


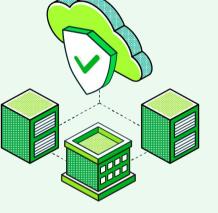


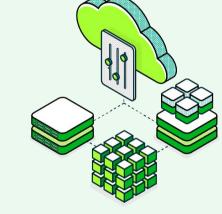


experienced at least one ransomware attack in 2022









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

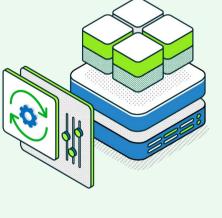
#### Perhaps the most challenging 2023 trend affecting data protection strategy is the breadth of Hybrid IT by organizations of all sizes



of production platforms are Physical Servers



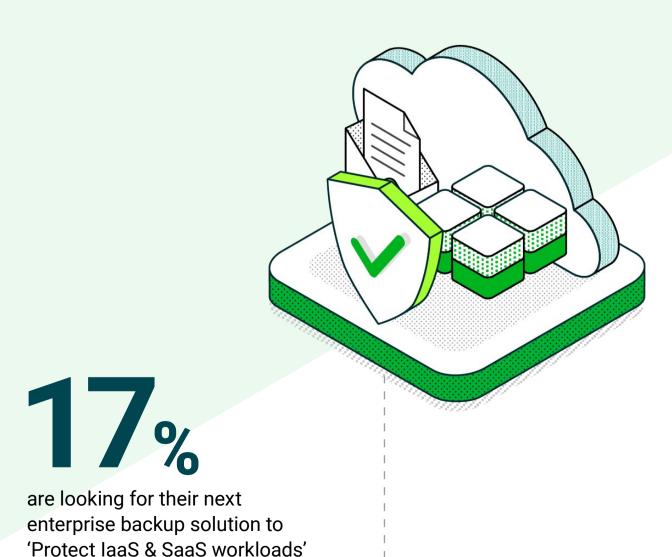
of production platforms are Virtual Machines





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 <a href="https://vee.am/DPR23">https://vee.am/DPR23</a>



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