



# 2023

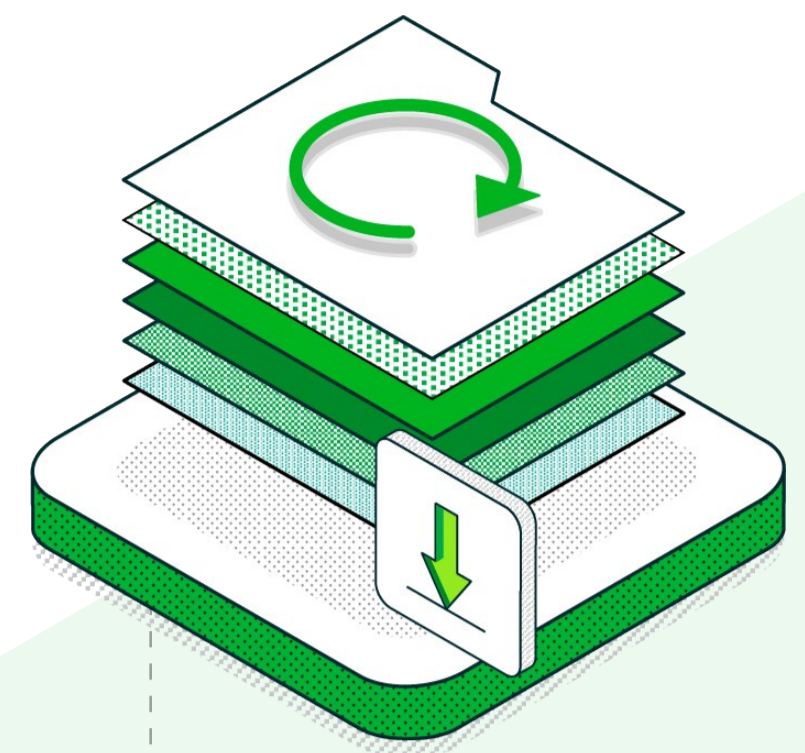
# Data Protection Trends

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 **250** in Nordics. The following are some key statistics as reported by respondents affecting the data protection in Nordics.

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

Organizations expect to increase their data protection budget for 2023 by

## 6.7%

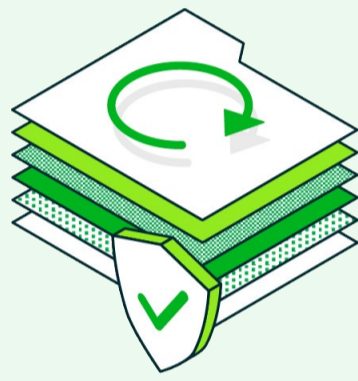


## 49%

of organizations expect to change their backup solutions in 2023

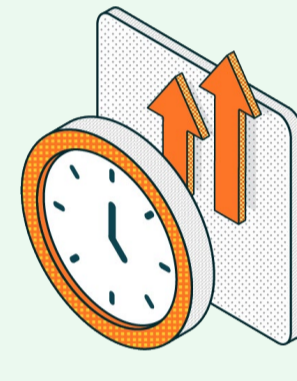
The primary drivers for change are seeking higher reliability and improved recoverability, in part due to the dissatisfaction with their existing data protection strategies

## 36%



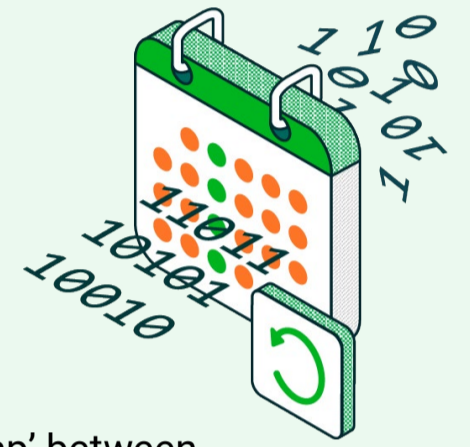
state that 'Improving Reliability/ Success of Backups' is their motivation for changing backup solutions

## 75%



have an 'Availability Gap' between their needed uptime and what IT can deliver

## 74%



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

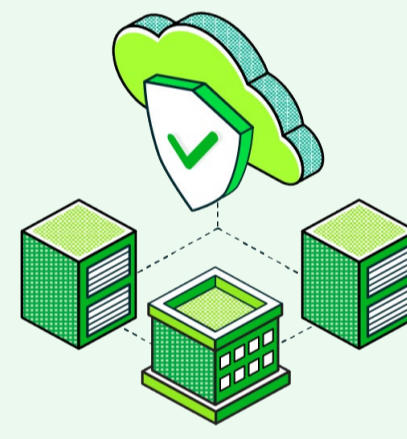
Ransomware and other BC/DR events continue to be top of mind as organizations prepare for 2023

## 87%



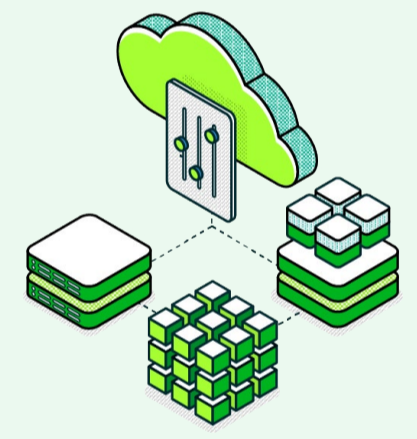
experienced at least one ransomware attack in 2022

## 80%



believe their Cyber and BC/DR strategies are either mostly or completely integrated

## 19%



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

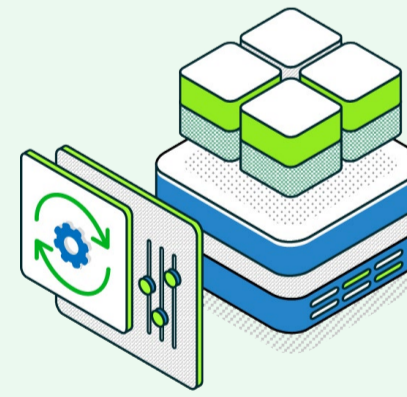
Perhaps the most challenging 2023 trend affecting data protection strategy is the breadth of Hybrid IT by organizations of all sizes

## 28%



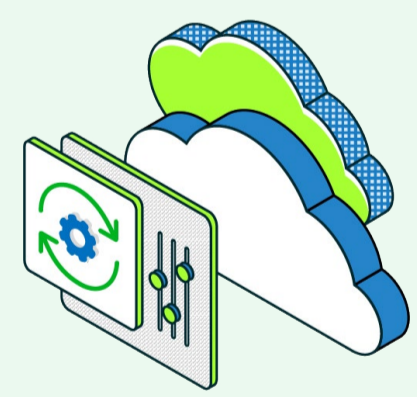
of production platforms are Physical Servers

## 26%



of production platforms are Virtual Machines

## 47%

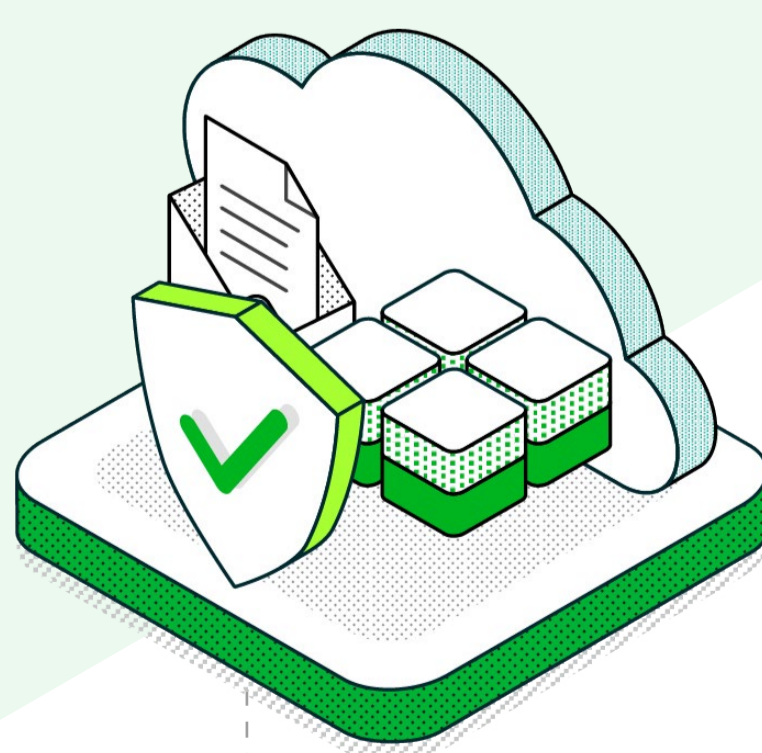


of production platforms are Cloud-Hosted

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

## 13%

are looking for their next enterprise backup solution to 'Protect IaaS & SaaS workloads'



## 74%

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

