The business impact of poor data protection is high

$485k average annual spending on data protection¹

73% are unable to meet demands for reliable access to data and apps

44% have experienced data breach delays²

51% experienced a loss of customer confidence as a consequence

But organizations still face these priority challenges

Performance and cyber threats - #1 Challenge facing all organizations today. Average annual attack costs over $200k to restore data, if possible.

Skills Management - #2 Challenge facing IT today. Organizations are unable to manage legacy systems, providing significant barriers for innovation.

The big benefits of modern data protection to businesses

Cloud Data Management — going beyond backup

Cloud Data Management is a gateway to backup. It’s the next step in Digital Transformation, bringing enterprises backup modernization, hybrid cloud acceleration, and data security and governance.

55% increased efficiency in data availability and recovery time³

49% Hybrid cloud data protection savings

95% experienced little to no impact on financial reputation

53% improved confidence² in your business environment

The cloud is changing data protection

Modern data protection is rapidly moving through cloud migration. From single point of data protection to multi-cloud environments, modern data protection is a necessity for all businesses.

Cloud Data Management is an inherent part of modern data protection, meaning that data is available across the business, centrally managed and controlled and located where it will deliver the most value for the organization.

With poor data management not only impacting revenue, but brand, and customer and employee satisfaction, successfully managing business data is no longer a luxury — it’s essential for the bottom line.

1248x Data Management in place, ensure a more intelligent and more successful business.

Are you managing your data with the cloud?

With your data management not only impacting revenue, but brand, and customer and employee satisfaction, successfully managing business data is no longer a luxury — it’s essential for the bottom line.

CLOUD DATA PROTECTION TRENDS

2020 Data Protection Trends

IDC Research, The Economic Impact of Veeam Cloud Data Management Platform, April 2020

Veeam Ransomware Customer Study, August 2018

IDC Research, Using Veeam to Ensure Data Availability and Retention in Multi-Cloud Environments, August 2019

CXO Research: Challenges, Costs and Benefits of Modern Data Protection

Over 3,000 business and IT leaders shared their approach to data protection and its role in business transformation. While poor data management continues to create critical issues today, modern data protection can deliver big business benefits. Cloud Data Management is a component of modern data protection, meaning that data is available across the business, centrally managed and controlled and located where it will deliver the most value for the organization.