BACKUP TO THE FUTURE

A SPICEWORKS SURVEY

VERITAS™

METHODOLOGY

This research study was conducted by Spiceworks, the professional network for the IT industry, from a survey of 906 global respondents, comprising 151 from the Americas, 454 Europeans, and 301 in Asia.

The objective was to gain insight into mid-market data backup and recovery practices including the role of cloud and virtualization.

31% of organizations polled had 25-99 employees, 42% 100-499, and 27% had 500 or more.

906
respondents

6
countries

EXEC SUMMARY

There have never been more choices of where IT professionals can store and protect data. Today almost all organizations rely on a patchwork of technology infrastructures. These range from sophisticated and multitiered physical data storage and cloud services to free consumer-grade file sharing. The use of virtual technologies is also on the rise. It is common practice to use all of them.

Virtual, Physical, and Cloud. The choice brings a dilemma. Each of the three has its own strengths and weaknesses. Each also introduces its own set of issues for data backup and recovery management, business service levels, and costs.

Simplifying how data is stored, managed, backed up and recovered can bring direct and rapid benefits, without limiting storage choices. It's time for a more rational approach.

The five key findings

1. **Data is scattered across increasingly complex and diverse storage options**
2. **Cloud storage and virtual infrastructures are growing... but physical systems are here to stay**
3. **Cloud storage use cases will continue to vary greatly. Backup and recovery will become the primary use case**
4. **Multiple backup and recovery solutions mean higher cost**
5. **Increased data volume and regulation of data favor unified backup**

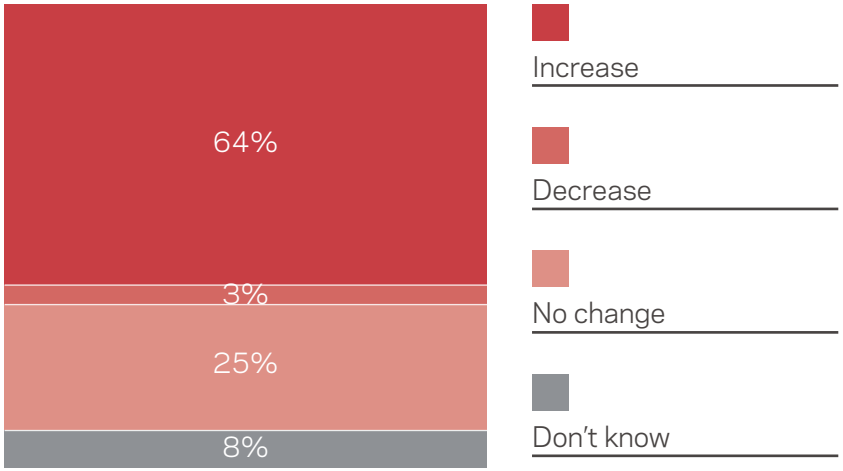
WHERE IS YOUR DATA?

Many believe you can only manage what you can measure, which makes data management a growing issue for IT professionals.

Globally, data storage is set to rise by a third over the next three years at almost every organization surveyed for this report.

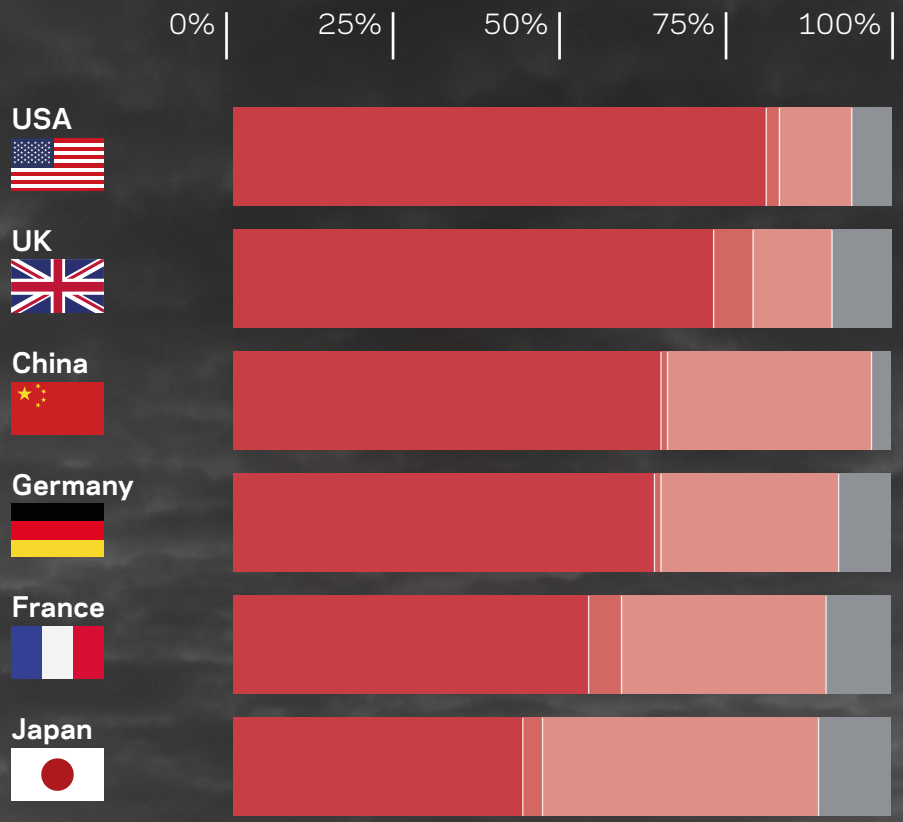
Worldwide 64% of respondents see an increase in total data stored, exactly one quarter claim no increase, just 3% foresee a decrease and perhaps worryingly, 8% are not sure.

Global:



How do you expect the amount of data your organization backs up to change within the next three years?

Country breakdown



Major data growth is expected in most regions. There is almost no decrease in data volumes expected and some notable uncertainty which may also hide data growth.

BUT WHERE WILL ALL THIS DATA BE STORED?

Today nearly half of data resides on physical systems and it is not going away in the near future.

The next three years sees the data deluge spread more evenly, not less, across Virtual, Physical, and Cloud.

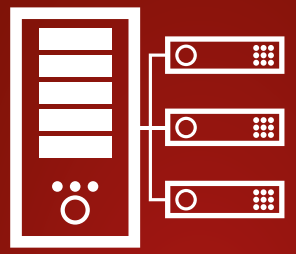
Overall, total data stored will increase by a third in the next three years. As a proportion, physical will go down by a third. Meanwhile, cloud will increase by 50%, and virtual 5% as a proportion of the total.

TODAY:

IN THREE YEARS:

TODAY		IN THREE YEARS
37% Virtual Systems	Virtually flat →	39% Virtual Systems
45% Physical Systems	Down a third →	33% Physical Systems
18% Cloud-based	50% growth →	27% Cloud-based

SURVEY RESPONDENTS REPORT THEY EXPECT TO STORE 33% MORE DATA



Virtual

Physical Infrastructure

Cloud

WHAT'S THE CLOUD GOOD FOR?

For many small and mid-sized organizations with limited in-house IT resources, cloud storage is a very attractive proposition. One regular fee covers what was a myriad of on premise IT infrastructure and people costs.

Cloud vendors make compelling arguments and big promises. Cloud storage is low cost, easy to set up, and deceptively easy to scale.

SCALABILITY | **COST SAVINGS** | **RELIABILITY**

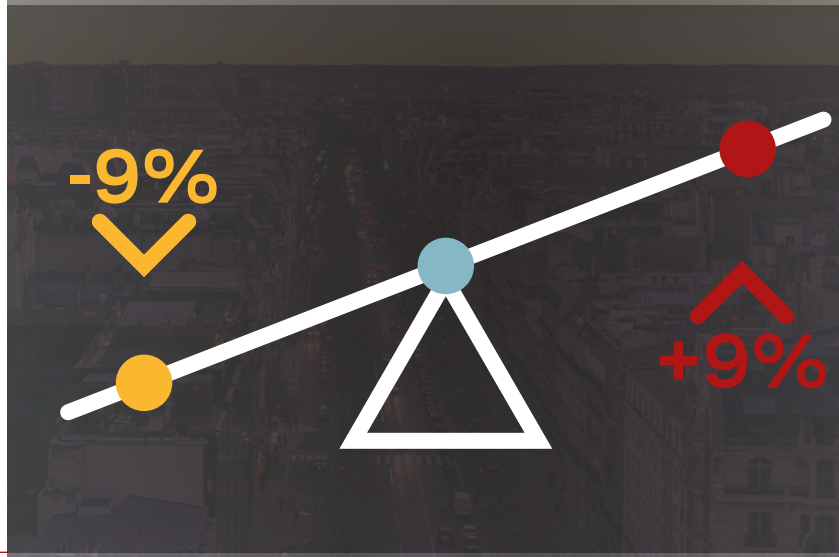
48%

Today, 48% of organizations are using cloud for data backup and recovery and 30% are considering it.

In three years' time cloud data backup and recovery will overtake email as the #1 cloud use case.

Cloud adoption rates

On-Premise	Off-Premised self-managed	Off-Premise hosted cloud
56%	31%	22%
TODAY		



47%	32%	31%
IN THREE YEARS		

BUT NOT EVERYTHING CAN GO TO THE CLOUD

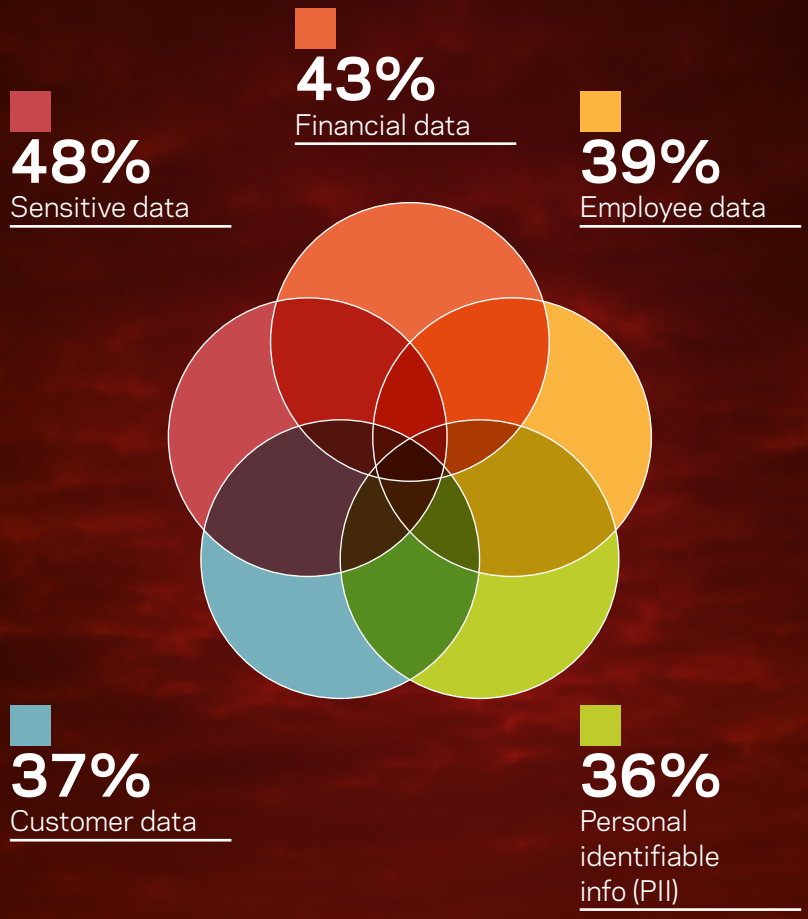
Cloud storage has now become accepted by many IT professionals as mainstream IT infrastructure that you just can't see. But can you manage what you cannot see?

Some data needs to stay put. Safe and sound. Away from prying eyes. Available for regulators. Regulators with X-ray vision, 'the long arm of the law' on their side and even longer memories. Our survey saw Financial, Employee, and Customer data widely regarded as unsuitable for cloud storage.

Cause for compliance concern
When asked about which data types could not be moved to the cloud, a surprisingly large proportion of respondents, 7%, answered 'Don't Know'.

Equally concerning were the figures for those who answered 'None' totaling 10% in Asia, 11% in Europe and a startling 28% in the US. This is clearly a recipe for non-compliance with data regulations.

Five data types least likely to go to cloud



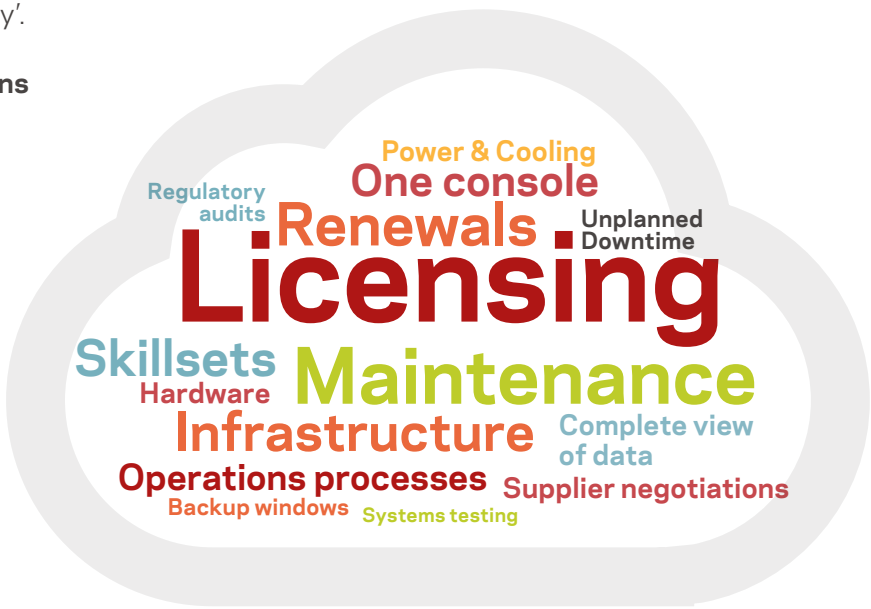
What types of data does your organization back up that can't be moved to the cloud? (multiple selections permitted)

LESS IS MORE: UNIFYING DATA PROTECTION

The way forward for data protection is more varied than many predict. Especially those with a vested interest in one solution type. All three: Virtual, Physical, and Cloud infrastructures, will be in use for some time to come.

The challenge for IT teams therefore is not to find the perfect solution for each. Rather, it's how to provide the backup and disaster recovery their organizations need given such a patchwork of storage approaches. With this as a background, the future for data protection is best described as 'messy'.

Multiple solutions means multiple payments of:



4.1 The average number of backup solutions used by organizations

Virtualized Systems
Highly used in some markets, ignored in others, virtualized systems are a priority for many. Backup solutions need to address virtualized infrastructure. Just not in isolation.

Physical Systems
Its monopoly has been disrupted by cloud storage, but physical systems are here to stay. New data regulations will further complicate this broad array of storage technologies from tape to flash drives.

Cloud Storage
Growing in popularity, cloud does not suit all storage needs and will not replace physical storage for some time. This makes all cloud backup, archiving and recovery essentially hybrid cloud processes.

At a minimum, multiple point products will increase cost and complexity. Worst case it could mean multiple copies of data held in error, possibly illegally.
This is one area where less is most definitely more.

HOW TO GET A GRIP: BACKUP TO THE FUTURE

When asked about the benefits of a unified data backup and recovery platform strategy, the top three answers selected by respondents were faster data recovery, reduced opex and capex costs, and simplified management. All three equate to real business benefits. A non-unified approach exacerbates costs and fails to provide a single view of all data stored.

Many IT professionals dream of imposing a universal storage policy, leveraging the cost benefits of technologies such as cloud and virtualization. In this perfect future they could mandate the uniform use of virtual machines from a single preferred virtualization vendor. Such a simple life is unlikely any time soon.

This study shows just how improbable it is for any organization to use either cloud or physical storage exclusively. Not all file types are suitable, due to sensitivity, data resilience issues, or access requirements for storage in the cloud. So it looks as though IT professionals need to balance their ideal desired state against the growth in both data volumes, varieties, and storage locations.

In fact, this report shows a reality where all three types of infrastructure; Virtual, Physical, and Cloud will co-exist well into the foreseeable future. Given this messy, chaotic situation how can they hope to maintain control?

The only logical solution is for IT execs to plan for a future where each and every technology option is catered for. To do this well requires a standard approach to backing up and recovering data. The Veritas Backup Exec™ solution fits the bill precisely.

What's most valuable in a unified data protection solution?

47%
Faster Data Recovery

44%
Reduced Costs (opex/capex)

43%
Simplified Management

THE RIGHT BALANCE: ONE BACKUP TO RULE THEM ALL

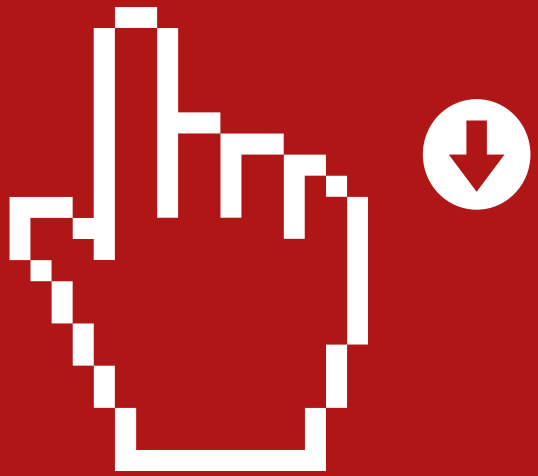
Take a closer look at the backup solutions currently in use at your organization. If you have more than one, you stand to gain a lot by consolidating. **Here are three steps you can take today.**

1 Review your current setup

- How much of your organization's data is in virtual machines?
- How much in physical machines?
- What data can you back up to cloud storage?
- How many point backup products are used in your organization?
- What additional costs and risks arise from multiple backup products?

2 Evaluate Backup Exec

Download a **free 60-day trial** of Backup Exec from backupexec.com/trybe



3 Consolidate and start saving

- Optimize time and resources required to protect all your organization's data.
- Reduce licensing, maintenance, infrastructure and training costs.
- Mitigate risk of data "falling through the gap" between point backup products.
- Protect your organization's entire data set from one console.
- Gain agility across cloud providers.

GET STARTED TODAY

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