

VEEAM

Cloud Data Management Report

Backup
for what's next



Executive Briefing

Business leaders clearly understand the strategic and competitive importance of gaining more control and reliability over their IT systems, protecting and managing their data, and are taking proactive steps to improve their strategies.

At Veeam, we refer to this as Cloud Data Management, an inherent part of Intelligent Data Management, meaning that data is available across the business, centrally managed and controlled and located where it will deliver the most value for the organization.

Veeam's Cloud Data Management Report 2019 surveyed 1,575 senior business and IT business makers worldwide, to understand their approach to data protection and data management today, and how they see its role in their future Digital Transformation.

Amongst the businesses making the most intelligent use of data management, we found that there were four common components: the cloud (or hybrid cloud), confidence, capabilities and culture. By optimizing these competencies, businesses can maximise the value of their digital investments – and enjoy better business results.

So as businesses take the next step on their digital journey, we offer a blueprint for how each organization can get the foundations right and become a more intelligent business.

Summary of key findings

Data availability and recovery are critical to business success, and **outages can create serious business problems**; however, at present the majority experience availability and recovery gaps:

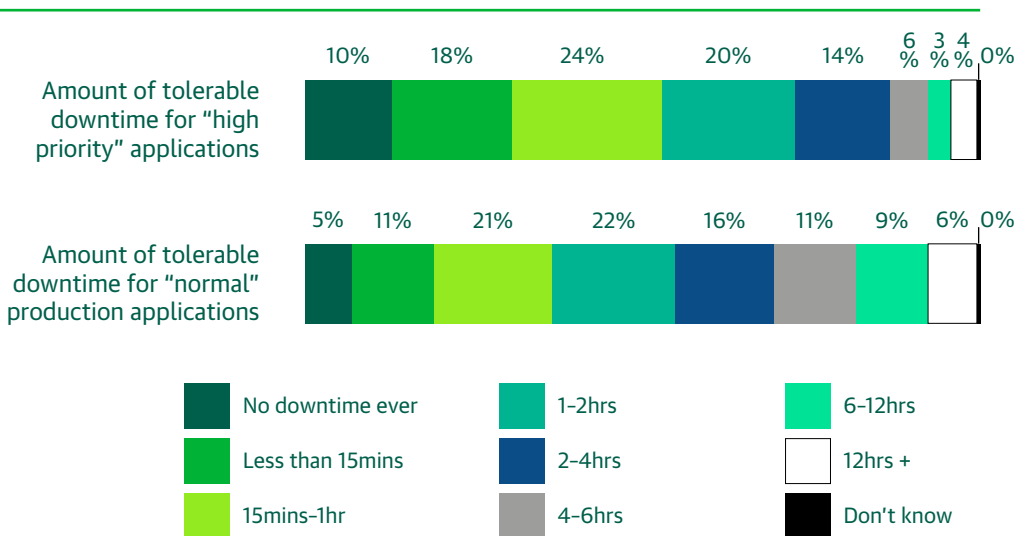


Figure 1: "What is the amount of downtime your organization can tolerate from its applications?", asked to all respondents (1,575 respondents)

Most (73%) organizations are unable to meet users' demands for uninterrupted access to applications and data.

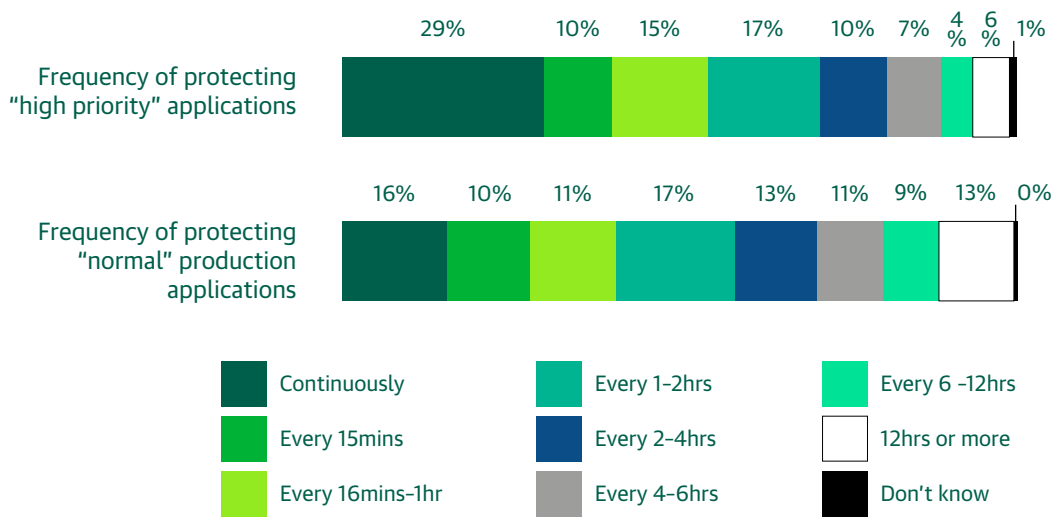


Figure 2: "How often does your organization protect (including backup and replication) its applications?", asked to all respondents (1,575 respondents)

On average, respondents have experienced five to 10 unplanned outages in the last 12 months, each lasting 65 minutes.

Lost data from mission-critical application downtime costs organizations \$102,450 per hour, on average.

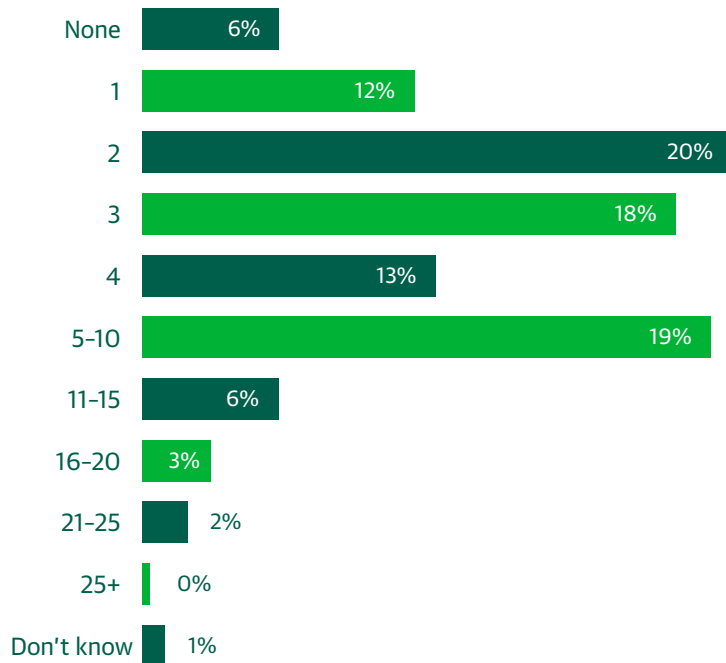


Figure 3: "How many unplanned outages has your organization experienced in the last 12 months?", asked to all respondents (1,575 respondents)

The impact of outages includes loss of customer confidence (54%), damage to brand integrity (38%) and loss of employee confidence (37%).

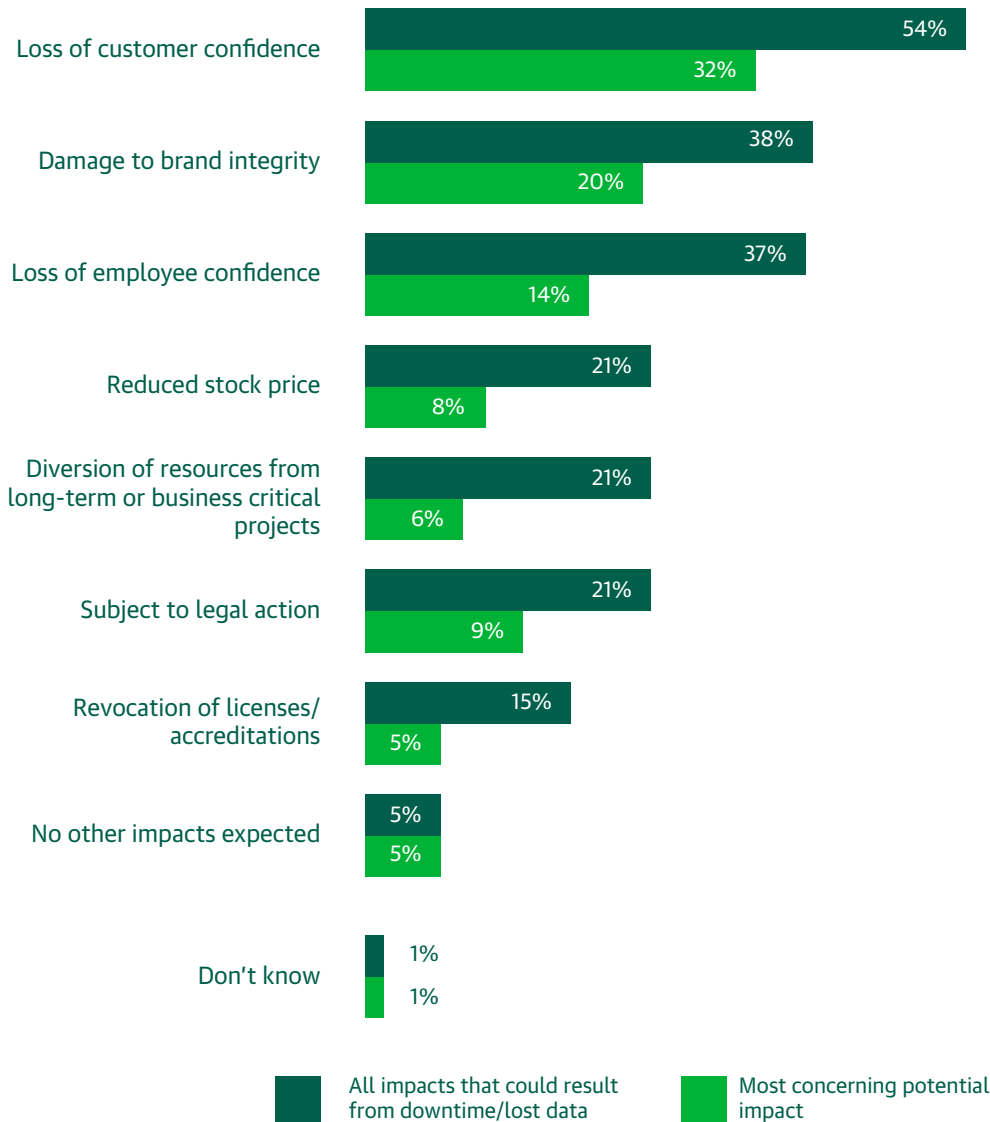


Figure 4: "What other impacts could your organization experience from application downtime?", asked to respondents whose organization has experienced application downtime (1,524 respondents)

Over three-quarters (77%) of companies are looking to Cloud Data Management as a key component in delivering Intelligent Data Management.

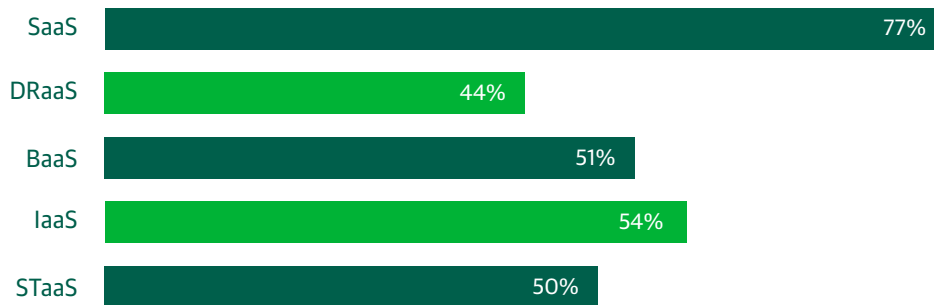


Figure 8: "What types of cloud-based services is your organisation either currently using?", asked to all respondents (1,575 respondents)

Business and IT decision makers are aware of the **importance of data management to their business' success**, pointing to greater productivity today and the potential to transform their business in the future:

- 44% of respondents state that more sophisticated data management initiatives are critical to their organization's success over the next two years.
- Productivity (80%), stability (66%) and forecasting (49%) are the benefits of proper data management that most respondents highlighted.
- Organizations globally attribute an average of \$124 million (per company) of extra revenue being generated through Intelligent Data Management.

Leaders have **ambitious plans for the next stage in becoming a more intelligent business**, meaning they are leveraging technologies such as data management, cloud (or hybrid cloud) and artificial intelligence to create a real-time view of the collective business and the ability to act intelligently on that insight:

- Over three quarters (77%) are already using Software-as-a-Service (SaaS), while 93% will have it in place by the end of 2019.
- Respondents will spend \$41 million (each, on average) on deploying technologies to build an intelligent business within the next 12 months.
- Once new technologies are deployed, respondents expect to see financial benefits in nine months, with operational benefits being seen sooner in seven months, on average.

The businesses that have already achieved success in their data management strategies indicate **four core attributes: Cloud, Capabilities, Culture and Confidence:**

- **Cloud:** Cloud Data Management is a key component of Intelligent Data Management, with 77% of respondents state that they are using Software-as-a-Service (SaaS), 51% are using cloud for backup and 44% are using Disaster-Recovery-as-a-Service (DRaaS), citing reliability, flexibility and data security as their top three reasons for doing so.

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- **Capabilities:** 91% of organizations view upskilling employee's digital skills as vital to their success.
 - **Culture:** 69% agree that company culture needs to become more open and accepting as they digitally transform, while 93% agree that leadership styles will also need to change.
 - **Confidence:** Confidence increases as businesses progress on their digital journey, with only 25% reporting total confidence in their capability to meet digital challenges.

Blueprint for Cloud Data Management

To get the right data foundations in place – and to ensure that the organization is ready to become a more intelligent business – **there are simple steps that IT and business leaders can take:**

- Acknowledge challenges in meeting user demands for uninterrupted services.
- Quantify your Service Level Agreements (SLAs) and assess your protection mechanisms and recovery capabilities to meet these SLAs.
- Convert your gaps into impact analyses.
- Outline the steps that it will take to become a more intelligent business.

