

# The Need for Aggressive Data Protection

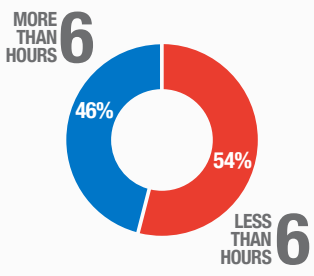
Survey Results from 1,600 Small, Medium, and Large Businesses Worldwide

70% of respondents say more than half of all data is business critical, and that business-critical data needs aggressive RTOs and RPOs.

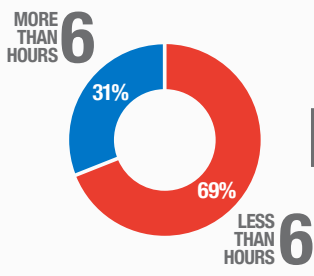


70%

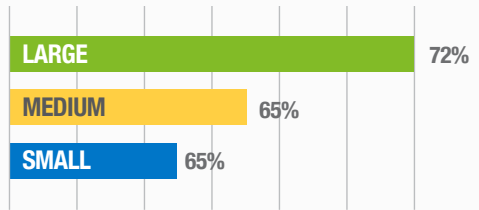
## Demands for Recovery Time Objectives



## Demands for Recovery Point Objectives



## Less-Than-6-Hour RPO Demands, By Business Size<sup>1</sup>



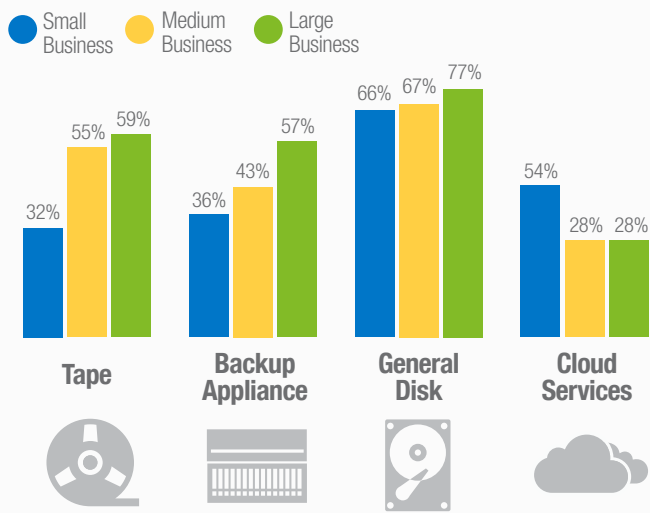
Larger businesses require stricter SLAs.

Disk is still the dominant media for data protection today.<sup>2</sup> 69% of respondents rely on it.

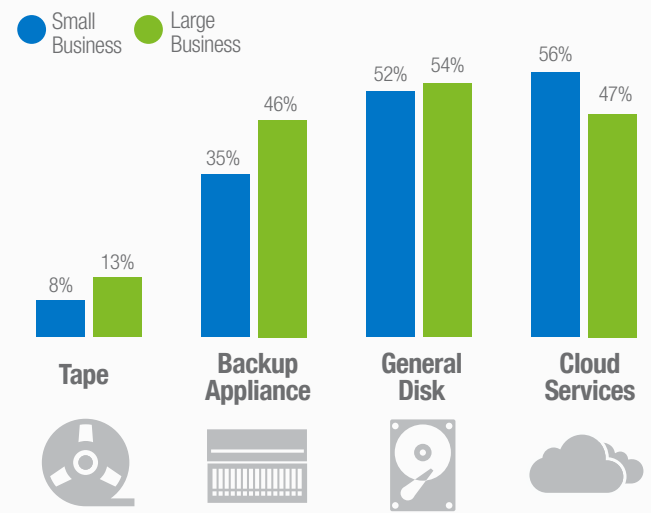


69%

## What's in use today:



## What's expected to grow the most:



Disk growth is expected to stay strong, outpacing all other media for large businesses.

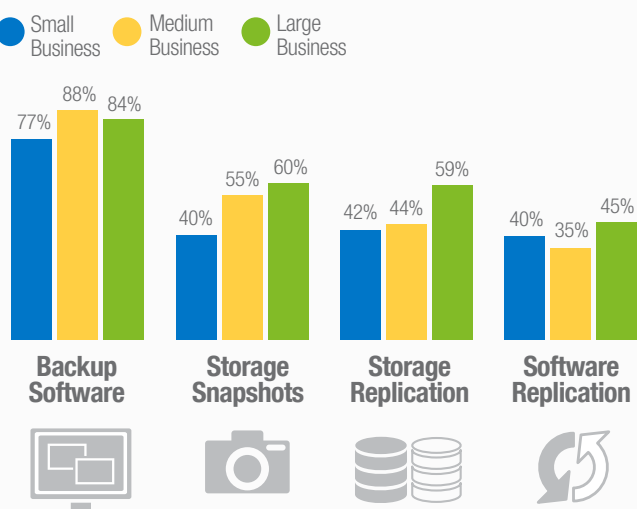
Data protection methods: Both backup software and storage technologies are heavily used.<sup>2</sup>



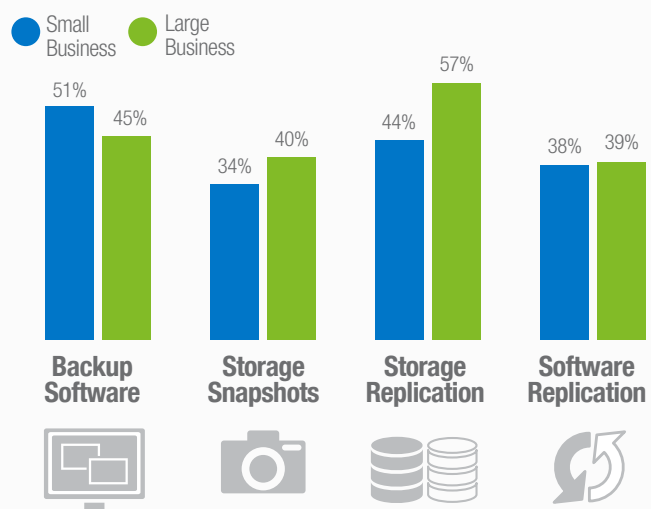
53% Use Storage Snapshots

50% Use Storage Replication

## What's in use today:



## What's expected to grow the most:



Storage technologies – snapshots and replication – will be heavily leveraged to address strict SLAs.

## Top Data Protection Challenges<sup>2</sup>

Meeting Recovery Point Objectives 36%

Meeting Backup Windows 40%

Meeting Recovery Time Objectives 43%

Storage snapshots and replication address the challenge of aggressive data protection.

<sup>1</sup> Business classification by number of employees: Small: 1-99, Medium: 100-999, Large: 1000+

<sup>2</sup> Multiple selections allowed for questions

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