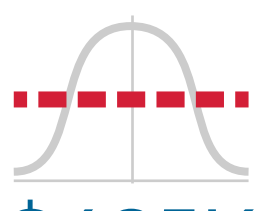


# DATA PROTECTION TRENDS IN 2022 AND BEYOND

Digital transformation isn't a buzzword anymore. It's the bedrock of any business. The pandemic and the tectonic swing to remote work saw organizations moving en masse to digital platforms and cloud technologies. "Data is the new oil" has never been truer than now, and protecting it has become a top business priority.

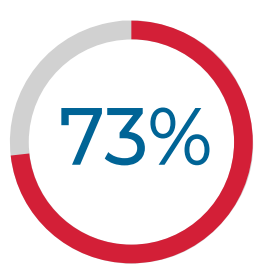
Cloud Data Management is an inherent part of modern data protection, meaning that data is available across the business, centrally managed, controlled and located where it will deliver the most value for the organization.

## THE BUSINESS IMPACT OF POOR DATA PROTECTION IS HIGH

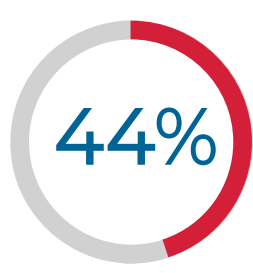


**\$485K**

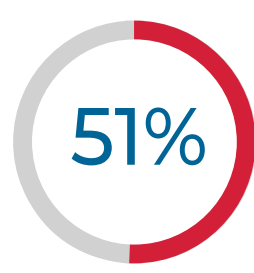
average organization spend on data protection



are unable to meet demands for uninterrupted access to apps and data



say downtime has damaged their brand integrity



experience a loss of customer confidence as a consequence

## ORGANIZATIONS STILL FACE THESE PRIORITY CHALLENGES



**Ransomware & cyber-threats**  
Cybercrime is up 400%. 41% increase in ransomware



**Increased liability**  
Your data = your responsibility. Protect endpoints + SaaS apps



**Data sprawl & silos**  
IDC predicts by 2023, 60% of data will be at the edge



**Cloud adoption/ hybrid support**  
80% of enterprises use a hybrid cloud approach

# THESE TRENDS WILL PUSH BUSINESSES TO FOCUS ON DATA PROTECTION MORE THAN EVER

### 1. Increasing data protection regulations

By the end of 2023, 65% of the world's population will have their personal data covered under a data privacy regulation. In comparison, this percentage was 10% in 2019. ([Gartner](#))



### 2. Rising importance of transparency in data protection

Companies that improve and retain their customers' trust when it comes to data privacy and protection will see up to 30% increase in their profits compared to other organizations. ([Gartner](#))



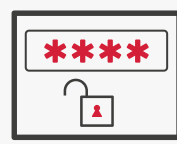
### 3. Focusing on third-party risk management

74% of organizations that experienced a data privacy breach said the violation originated from granting too much access to third parties. ([Securelink](#))



### 4. Raising the awareness about data protection

With more personal information there is under the privacy regulations, the more breaches are detected, and more fines are issued. With GDPR, we see more and more fines being issued every year.



### 5. Managing hybrid work challenges

20% of directors and C-suite executives in IT and cybersecurity roles say that they have experienced a security breach because of a remote worker. Moreover, 24% said that they paid unexpected expenses to address cybersecurity breaches. ([Malwarebytes](#))



## CLOUD DATA MANAGEMENT IS GOING BEYOND BACKUP

Cloud Data Management goes beyond backup. It's the next level in Digital Transformation, bringing businesses backup modernization, hybrid cloud acceleration as well as data security and governance.



**Modern Backup** – 55% more efficient data backup and recovery teams



**Hybrid cloud acceleration** – 49% hybrid cloud data protection savings



**Data security** – 95% experienced little to zero ransomware financial impact

## CLOUD IS CHANGING DATA PROTECTION

Modern data protection is rapidly accelerating through cloud adoption. Globally organizations are taking advantage of cloud backups for their entire data protection portfolio.

By 2022, a large number of companies will be using cloud first backup:



60% - US



46% - Australia



43% - Middle East



41% - Brazil



41% - UK



40% - China



37% - France & Germany



35% - Japan

Where do you rank?