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 the 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

- **Average organization**
  - $485K are unable to meet demands for uninterrupted access to apps and data
  - 73% say downtime damaged their brand in some way
  - 44% experience a loss of customer confidence as a consequence
  - 51% are unable to meet demands for uninterrupted access to apps and data

ORGANIZATIONS STILL FACE THESE PRIORITY CHALLENGES

1. **Increasing data protection regulations**
   - By the end of 2022, 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).

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 IS CHANGING DATA PROTECTION

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

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

- 60% - US
- 46% - Australia
- 43% - Middle East
- 43% - Brazil
- 41% - UK
- 40% - China
- 35% - France & Germany
- 32% - Japan

WHERE DO YOU RANK?