

GOING HYBRID WITH DATA BACKUP



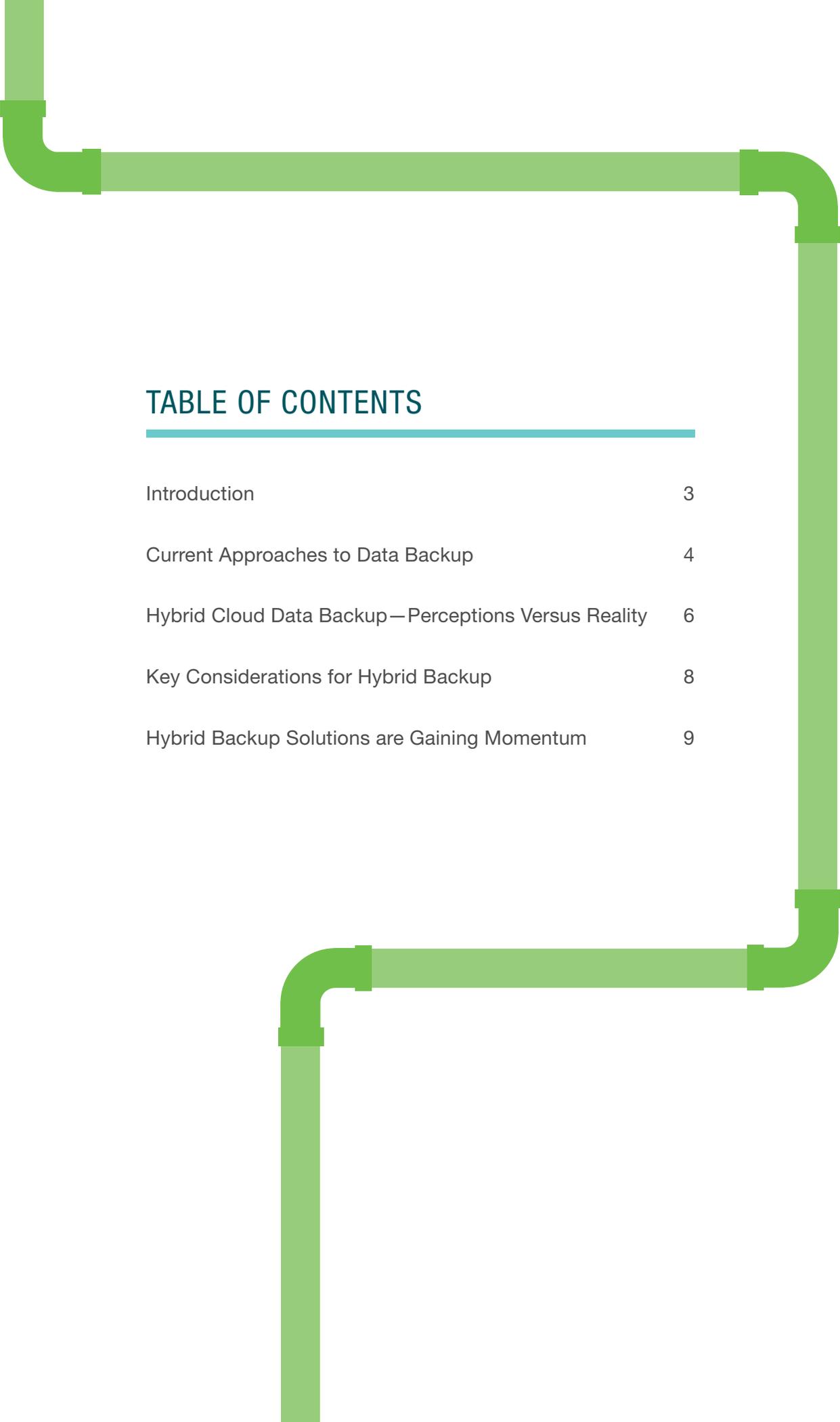
A thick green border with rounded corners frames the page content. It starts at the top left, goes right, then down, then left, and finally down again to the bottom center.

TABLE OF CONTENTS

| | |
|---|---|
| Introduction | 3 |
| Current Approaches to Data Backup | 4 |
| Hybrid Cloud Data Backup—Perceptions Versus Reality | 6 |
| Key Considerations for Hybrid Backup | 8 |
| Hybrid Backup Solutions are Gaining Momentum | 9 |



IT professionals know that incorporating a data backup and recovery strategy into their day-to-day operations is not optional. After all, any amount of data loss can be crippling to the business. And with the sheer rate of growth in data volumes that organizations manage today, the importance of having a solid backup solution in place cannot be overstated.

Today the options for data backup are broader than ever before, ranging from strictly on-premises solutions to cloud-hosted solutions, to a combination of both. Which types of data backup are IT pros using the most? What are their perceptions around various practices? And do their perceptions align with reality? We wanted to find out.

Spiceworks recently conducted a survey of more than 150 IT professionals in organizations of 500+ employees to better understand their data backup practices—specifically their usage of *hybrid data backup solutions*—or combinations of on-premises and cloud backup.

Survey respondents were either using or considering a move to a hybrid data backup solution within the next 12 months—but of those currently using hybrid backup solutions, their views on what they’ve actually experienced with the solution are in some cases different than what they expected.

“What many people don’t realize is that one of the guiltiest culprits behind data growth is actually backup data. Between 2010 and 2012, the average enterprise server backup data store grew by 42%.”

-Forrester¹

This white paper details how IT professionals commonly approach data backup, as well as the benefits, challenges and key considerations they relate to hybrid backup solutions.

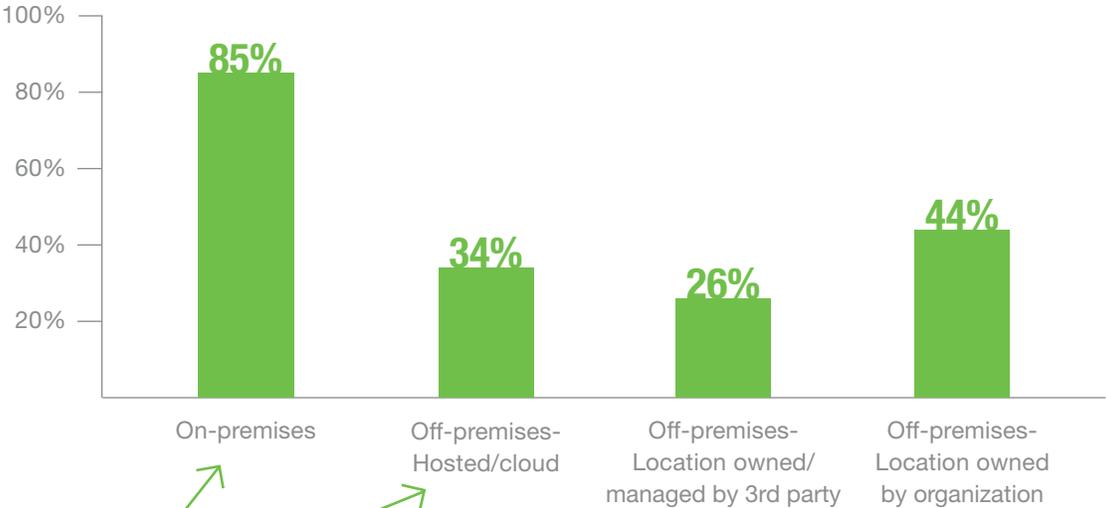
CURRENT APPROACHES TO DATA BACKUP

IT professionals are tasked with backing up massive volumes of data. The majority of respondents (89%) said they back up 10 TB or more. Of the data backed up, an average of 54% was deemed mission-critical.

About a third (30%) of respondents use a hybrid backup approach; the majority favor more traditional methods, with 85% backing up on-premises and 44% using an off-premises location that their organization owns.

Methods of Backing Up Data

(Multiple service selections were permitted)

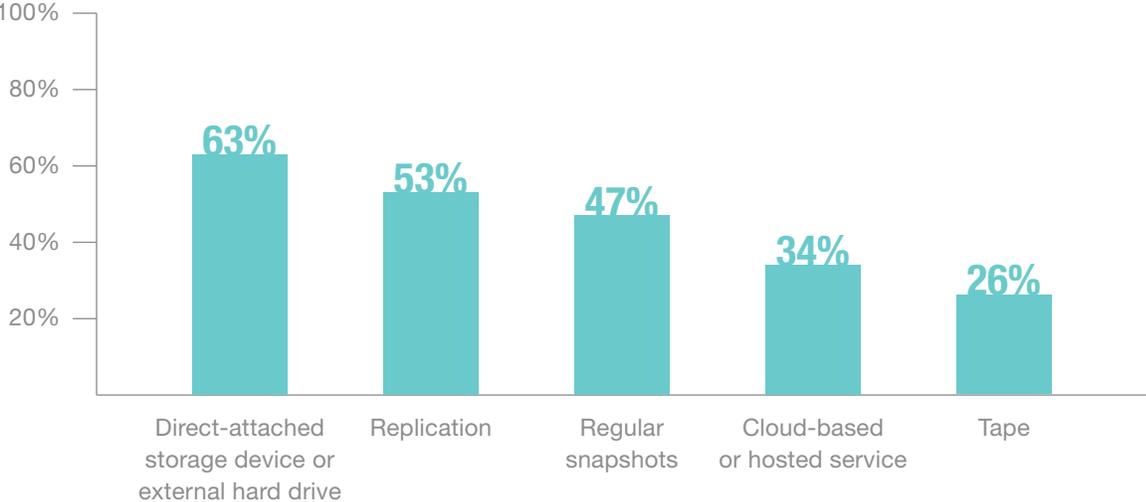


Hybrid Usage



Most IT professionals said they back up data with a direct-attached storage (DAS) device or external hard drive. Just more than half use data replication, nearly as many use regular snapshots, and roughly a third use a cloud-based or hosted service.

Data Backup and Recovery Solution Use



“Cloud backup outsources the physical infrastructure management without outsourcing the human intelligence that makes a backup strategy effective. Cloud as a backup service tier may broaden an organization’s data protection strategy, if desktop/laptop backup isn’t currently provided, without increasing the workload on IT.”

—Phil Goodwin, TechTarget²

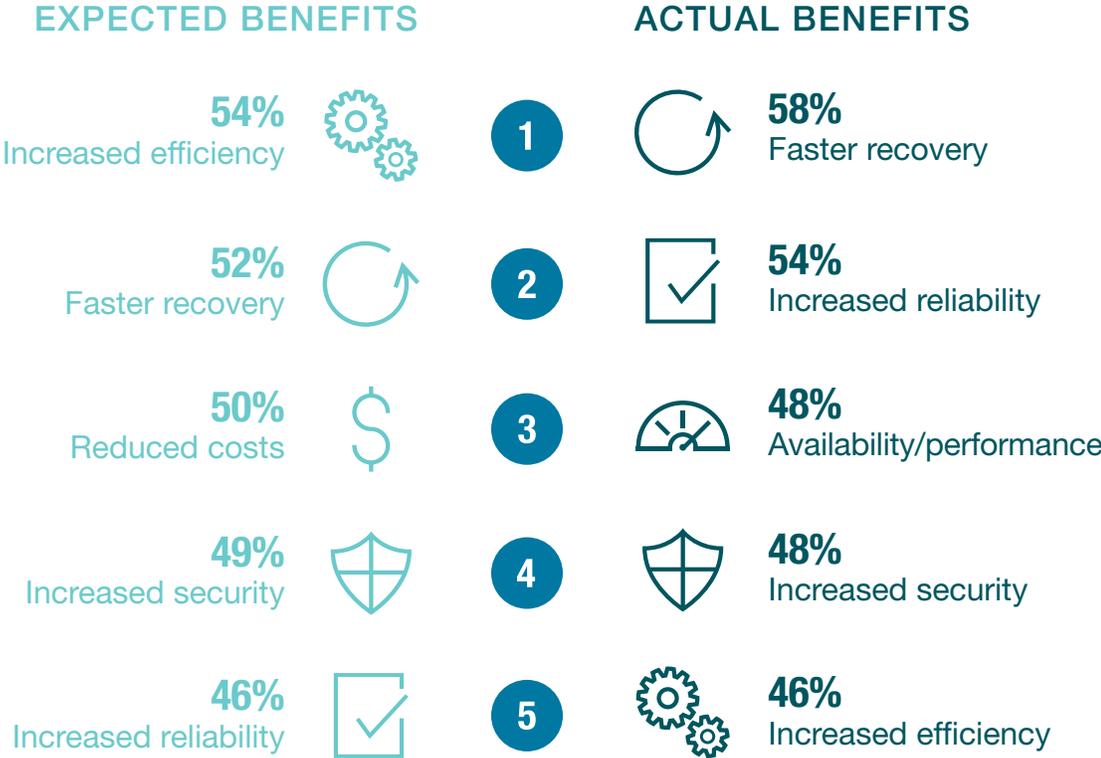
HYBRID CLOUD DATA BACKUP—PERCEPTIONS VERSUS REALITY

According to survey respondents, the benefits of a hybrid data backup approach vary in theory versus actual practice. Of those using a hybrid solution, the top benefits they have experienced are focused around faster recovery, increased reliability, availability/performance, and increased security. This is because using fail-proof cloud recovery automatically backs up server data safely, efficiently and easily. Having a secondary backup site in the cloud ensures IT professionals can recover their

data quickly, anytime they need it. End-to-end security ensures no one has access to data except authorized users.

However, for those who haven't yet moved to a hybrid backup approach, they expect such a solution would bring increased efficiency, faster recovery, and reduced costs—among other benefits. It provides these as well, just in a different order.

Top 5 Benefits of Hybrid Data Backup Approach: Expected vs. Actual



While hybrid data backup is a step in the right direction, there are still challenges to overcome.

The expected vs. actual *challenges* of hybrid backup solutions also differ. Even though hybrid backup users reported security as one of the top benefits of hybrid backups, they also cite it as a challenge. Just under a third also face challenges around compliance requirements, ease of recovery and costs.

Those considering using hybrid backups—but who've not yet made the transition—reported they anticipate challenges around security,

reliability, and cost. In reality, reliability and cost weren't top challenges IT pros experienced.

Security and compliance issues can be easily resolved if you ask the right questions when considering hybrid cloud backups. Get the facts about end-to-end encryption processes designed to mitigate these challenges. Encryption at rest and encryption in flight covers data protection from a security and compliance standpoint, when it comes sending them to the cloud. The right solution can address all of these challenges.

Top 5 Challenges of Hybrid Data Backup: Expected vs. Actual

EXPECTED CHALLENGES



ACTUAL CHALLENGES

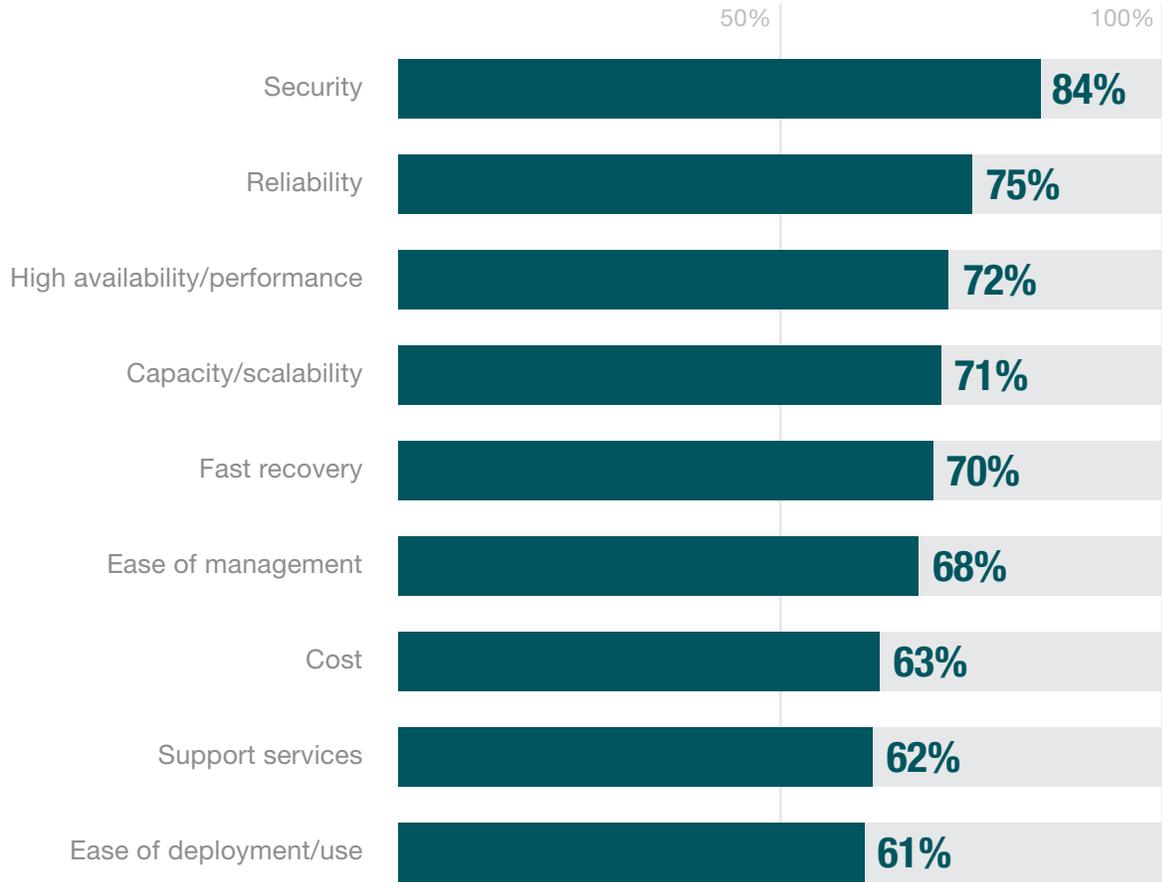


KEY CONSIDERATIONS FOR HYBRID BACKUP

When asked about the most important factors to consider in choosing a hybrid backup solution, IT professionals cited numerous factors, which closely aligned with some of their chief concerns. The majority named security as the top consideration, followed by reliability and high availability/performance—although several other factors rated almost equally as high on the list of considerations.

Top Factors of Hybrid Cloud Consideration

(Of those rating the factor as “very important” or “critical” on a 5-point scale)



HYBRID BACKUP SOLUTIONS ARE GAINING MOMENTUM

From the survey results, it's clear that hybrid backup solutions—those encompassing onsite as well as cloud backups—are becoming more appealing. This is evidenced by the fact that all of the respondents are either using or considering using hybrid data backup in the next year. In fact, recent research bears out the fact that many IT professionals are simply dissatisfied with their current backup solutions. Gartner analysts stated that a third of organizations will change backup vendors by 2016 due to frustrations over cost, complexity or capabilities.³

Given the chief challenges that IT professionals have faced in their hybrid data backup solutions, it's clear that organizations need to carefully choose a solution that will help them address compliance requirements while streamlining the recovery process, controlling costs and meeting availability needs.

Seagate offers a wide portfolio of Data Protection Solutions to address your backup challenges and provide critical benefits while protecting data onsite, in the cloud, or as a cloud-connected hybrid—securely and reliably.

[LEARN MORE](#)

ABOUT THE SURVEY

Seagate commissioned Spiceworks to conduct a survey in July 2015 to profile data back-up practices and perceptions. Results of the study include responses from 158 IT decision-makers in the United States and Canada who influence their data backup/recovery solution purchases.



Sources

¹ "Backup Data Growth Is Out Of Control, Make Sure You Have The Right Tool To Manage It," *Forrester Blog*, June 2013. http://blogs.forrester.com/rachel_dines/13-06-28-backup_data_growth_is_out_of_control_make_sure_you_have_the_right_tool_to_manage_it

² "The pros and cons of cloud-based backup services," *TechTarget*, September 2014. <http://searchdatabackup.techtarget.com/feature/The-pros-and-cons-of-cloud-based-backup-services>

² "The backup plan: how to craft the bespoke backup and recovery solution your organization needs," *Information Age*, May 2014. <http://www.information-age.com/it-management/risk-and-compliance/123458001/backup-plan-how-craft-bespoke-backup-and-recovery-solution-your-organisation-needs>