SEAGATE

Top 5 Data Protection Challenges

Secure, efficient, cost-effective data protection is a constant challenge for businesses. Organizations with limited resources and continual data growth need better solutions. Key challenges include rapid data growth, data security threats, and reliable data recovery. Cloud data protection leverages existing infrastructure investments to securely and cost-effectively protect business data.

Business Challenges: It's a Struggle Just to Keep Up

1 Resources to Manage Growth. IDC estimates 1.7MB of data created per minute per human in 2014.[1] Tight budgets challenge businesses to keep up without excessive capex or labor expenses.

2 Increased Regulation and Its Expense. Sarbanes-Oxley (SOX) is just one compliance challenge. In a 2014 study, it was found that 53 percent of large organizations spend over $1 million on compliance each year. Additionally, 25 percent of mid-size businesses spend the same amount each year.[2]

3 Duplicate Resources Across Dispersed Workplaces. IT staff managing offsite backups have major challenges. Managing redundant hardware and software in multiple remote branch locations adds to the complexity and expenses.

4 Business Continuity Risks. Viruses, accidental data deletion, and data corruption jeopardize business continuity. As systems grow more complex, so too does the ability to recover business-critical data effectively. More than 40 percent of businesses experience recovery failure due to media unreliability each year.[3]

5 Financial Impact of Human Error. Bad software updates and accidental deletes constitute 32 percent of application downtime and data loss.[4] According to recent Gartner industry surveys, the average downtime incident impacts businesses by $5,600 per minute—more than $300,000 per hour.[5]

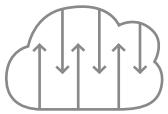# Can Cloud Data Protection Overcome the Challenges?

Technology improvements increase the adoption of cloud data protection solutions. Enterprise Strategy Group explains that 70 percent of businesses were using cloud services in 2014.[6]

End-to-End Protection Reduces Data Loss Risk. Cloud data protection uses industry standard encryption algorithms. Multiple encryption points eliminate concerns about data security over public and private networks. Data is encrypted at the source, in transit, and at rest in the cloud. Security is significantly enhanced when compared to legacy backup solutions.

Centralized Management Improves Reliability and Reduces Expenditures. Cloud data protection centralizes resources, improving security and reliability of backup tasks. Cloud solutions transfer backups from multiple offices to a central repository for easy, more cost-effective management.

Automated Processes Speed Recovery. Cloud data protection improves recovery reliability by eliminating hardware dependencies and time-intensive, expensive manual processes, automating tasks. Deduplication and compression techniques reduce the volume of data traveling across the network. Greater reliability ensures you are restoring the right data quickly with minimal dependencies.

Moving From Capex to Opex Reduces Expense. Businesses are able to store data directly in the cloud, eliminating pricey capital expenditures. Businesses don't need to buy capacity up front—they can move to a cost-effective, pay-as-you-grow model.

The answer to your data protection challenges may just be in the Cloud.

A cloud data protection solution protects your organization's investments. Solutions can integrate with the applications and the virtual environments you already have in place. You get the data security and availability your business demands. When your backup and recovery solution includes end-to-end data security, fast recovery, centralized management, and cost-effective scaling, you can focus on strategic business priorities.

Footnotes
1 IDC's Digital Universe Study
2 Protiviti, Keeping Pace with SOX Compliance: COSO, Costs and the PCAOB, 2014.
3 Yankee Group survey, March 2004
4 Merrill Lynch/McKinsey report, 2002
5 Gartner Blog Network, July 16, 2014
6 2014 IT Spending Intentions, Enterprise Strategy Group, Inc.