

The Evolution of Data Protection Cloud Strategies

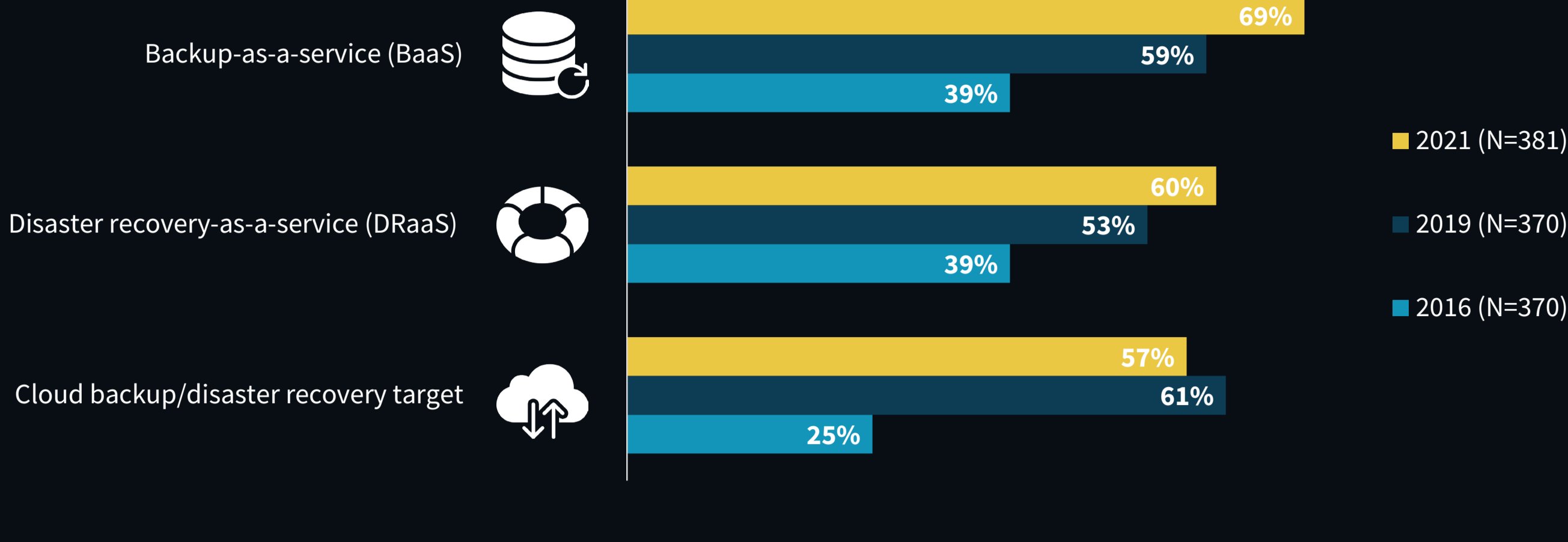
The broad adoption of public cloud services as a source and repository of business-critical data is placing the onus on data owners to deliver on data protection SLAs of cloud-resident applications and data. Many users are misinformed about the data protection levels public cloud infrastructure and SaaS solutions provide. On-premises backup and disaster recovery strategies are increasingly leveraging cloud destinations, resulting in hybrid data protection topologies with varying tradeoffs and opportunities.

Considering these factors, this research sought to find out how IT organizations utilize cloud services as part of their data protection strategy today.

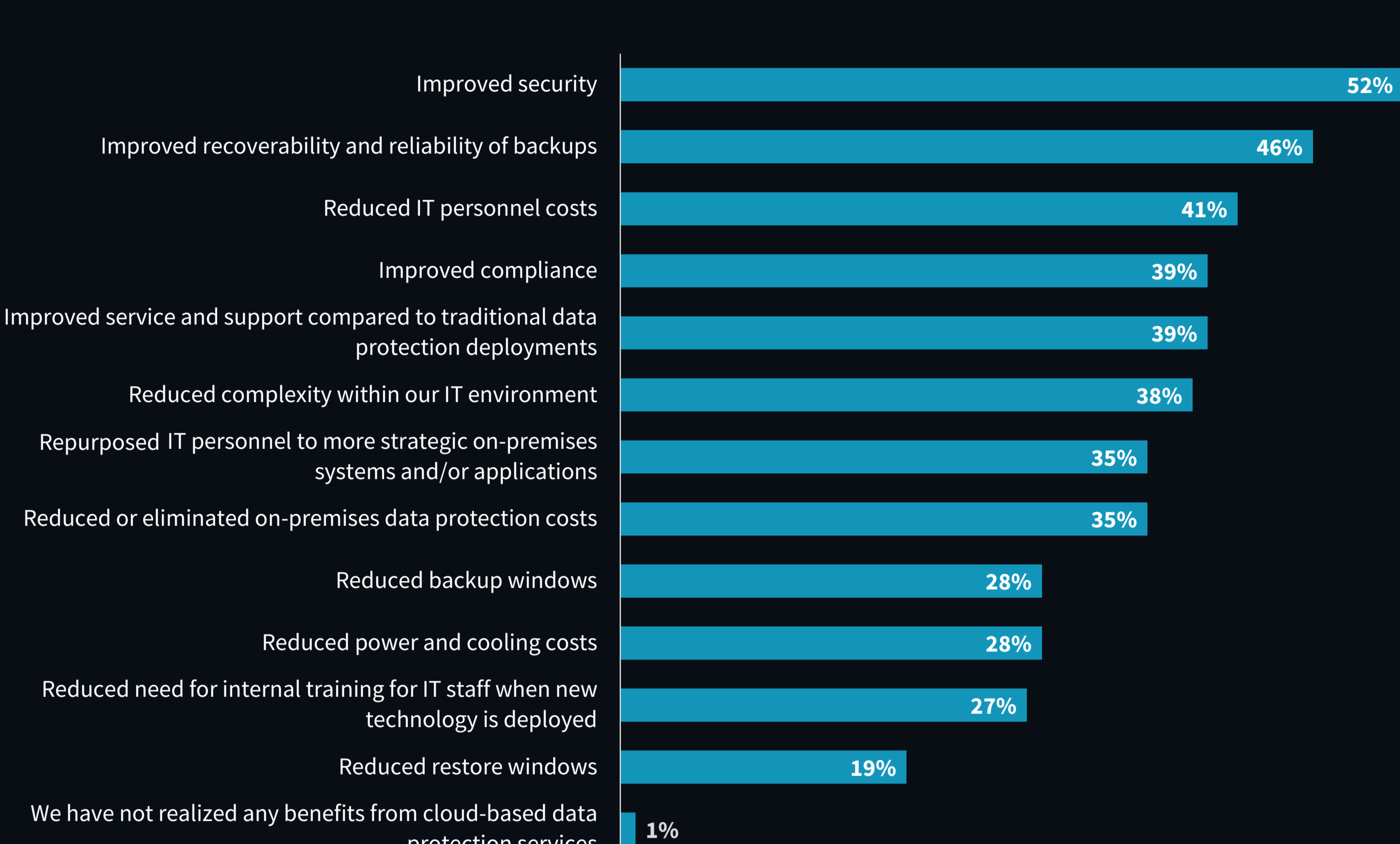
Cloud-based Data Protection Adoption

Wide-spread adoption and valuable benefits make cloud-based data protection the new norm.

PERCENTAGE OF ORGANIZATIONS CURRENTLY USING CLOUD-BASED DATA PROTECTION SERVICES.



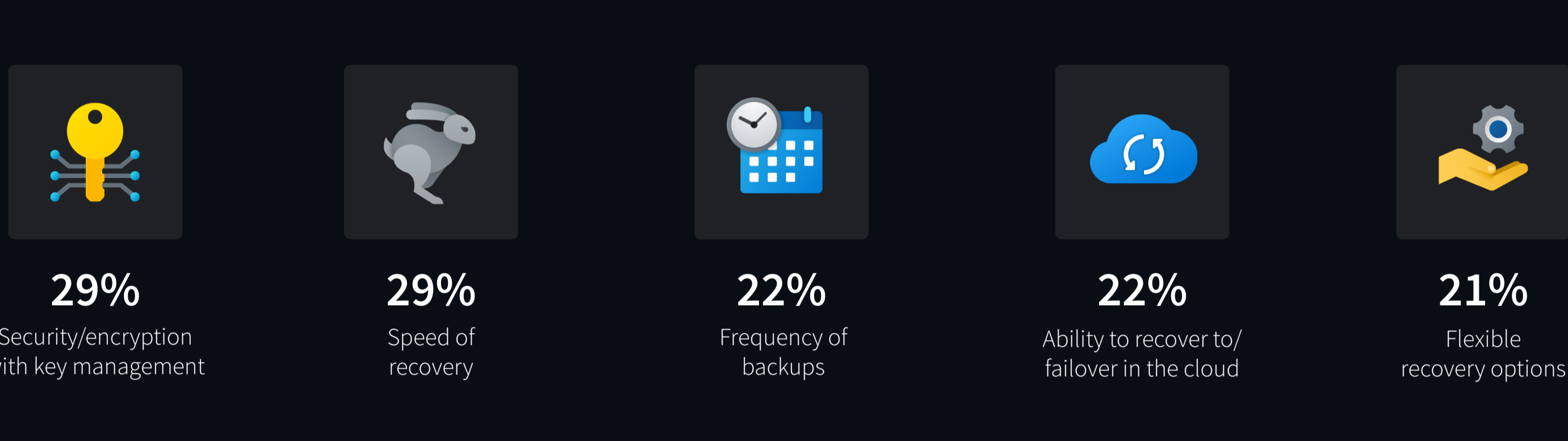
BENEFITS OF CLOUD-BASED DATA PROTECTION SERVICES.



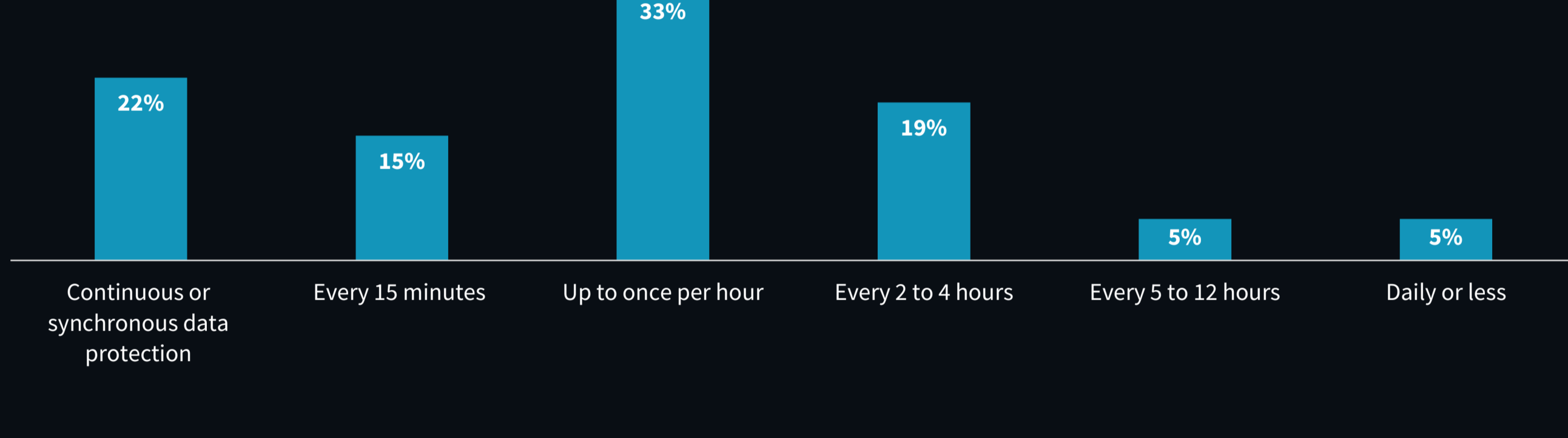
Critical Considerations

Continuous data protection capabilities are key to meeting BaaS recovery objectives.

TOP 5 CHARACTERISTICS OF OR CONSIDERATIONS FOR BAAS.



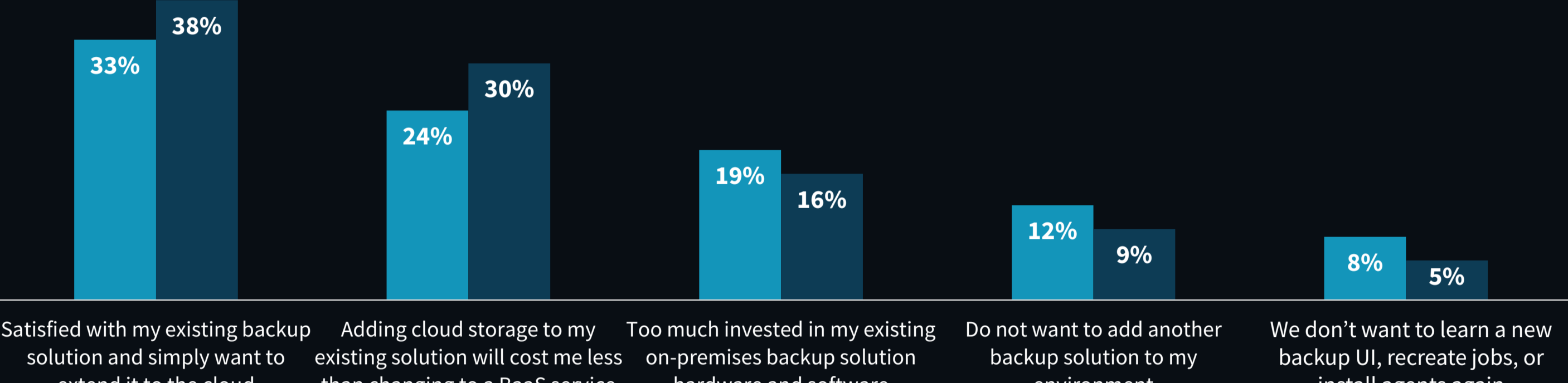
AVERAGE BaaS RPOS.



An Attractive Approach

Extending on-premises data protection environments with cloud backup target solutions is gaining momentum.

PRIMARY REASON TO SELECT CLOUD BACKUP/DR TARGET INSTEAD OF BAAS.



MOST IMPORTANT CLOUD BACKUP/DR TARGET CONSIDERATIONS.



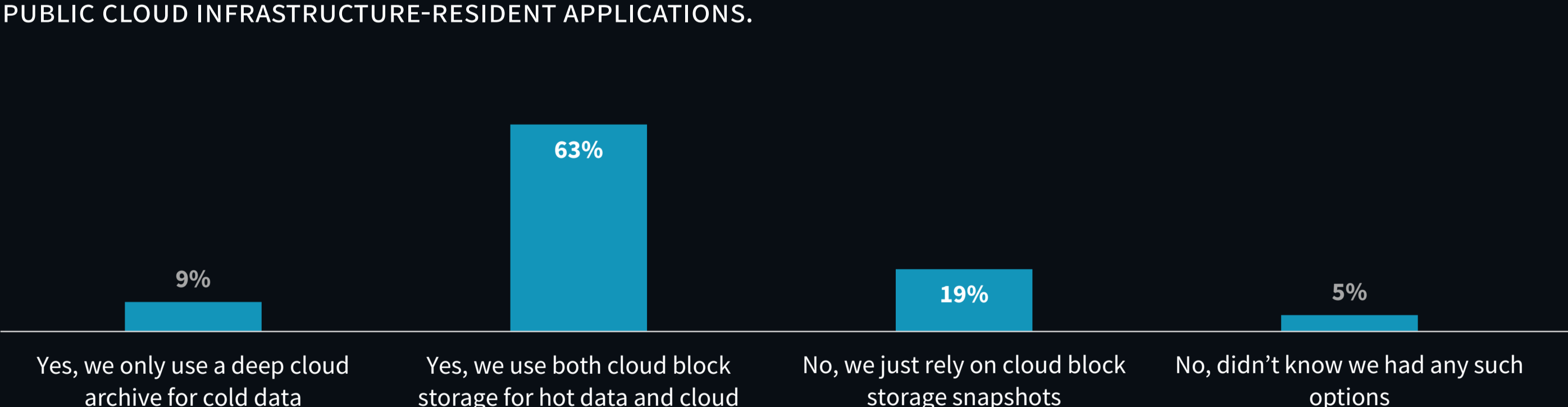
The Role of Data Tiering

Data tiering is an influencing factor on in-cloud data protection strategies.

MOST IMPORTANT CHARACTERISTIC FOR HYPERSCALER DATA PROTECTION SOLUTIONS.



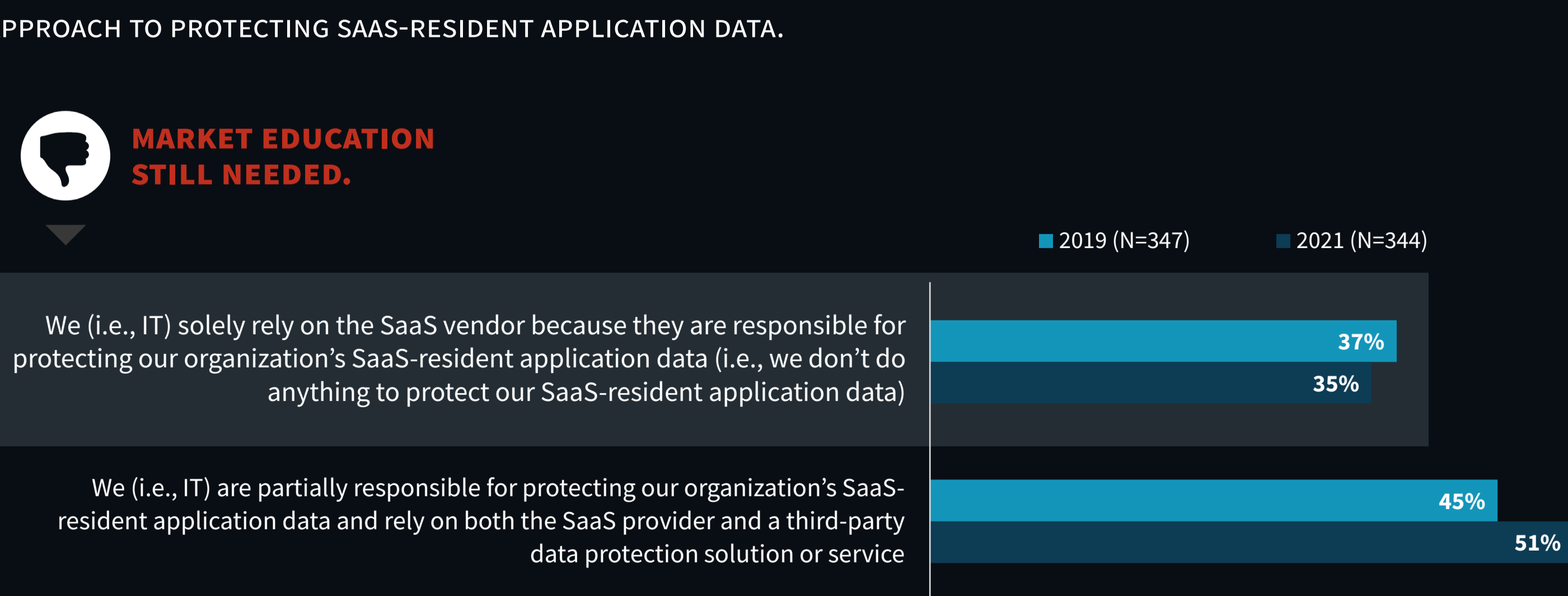
USE OF COST-EFFICIENT DATA TIERING FOR DATA PROTECTION STORAGE SUPPORTING PUBLIC CLOUD INFRASTRUCTURE-RESIDENT APPLICATIONS.



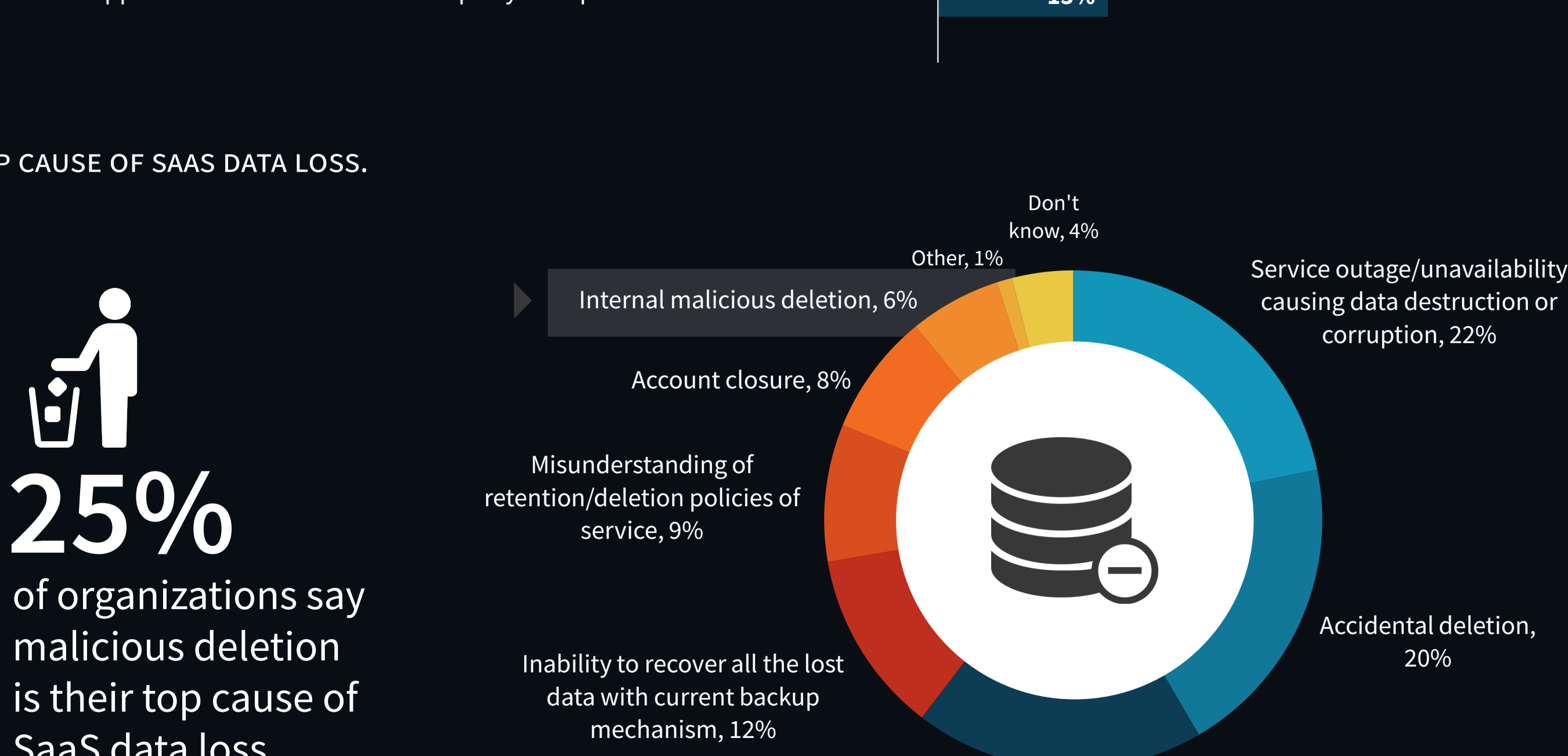
Cause for Concern

The big SaaS/data protection disconnect is not improving.

APPROACH TO PROTECTING SAAS-RESIDENT APPLICATION DATA.



TOP CAUSE OF SAAS DATA LOSS.



For more data and analysis from this ESG research study, including recommendations for optimizing modern IT environments based on this data, read the ESG Research Report, *The Evolution of Data Protection Cloud Strategies*.

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