

Data Protection for SaaS

Organizations are increasingly reliant on SaaS for mission-critical applications and workflows, meaning that a significant amount of business-critical data is now cloud-resident. As a result, it is more important than ever that this data is available, and there is (still) a problematic misunderstanding about the responsibility for protecting SaaS data. In order to gain further insight into these trends, TechTarget's Enterprise Strategy Group surveyed IT professionals personally familiar with and/or responsible for SaaS data protection technology decisions.

Notable findings from this study include:



33% of organizations *solely rely on* SaaS vendors to protect their SaaS-resident data.



55% of organizations have lost SaaS-resident data in the past 12 months.

35%

of IT professionals identify SaaS service outages as one of the leading causes of SaaS data loss.



34% of IT professionals cite cyber-attacks, such as ransomware, as one of the leading causes of SaaS data loss.



89% of organizations report that protecting SaaS applications is a top five IT priority over the next 12–24 months.

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For more from this study, read the Enterprise Strategy Group research report, *Data Protection for SaaS*.