GROWING USAGE OF SAAS DATA PROTECTION

Unitrends 2019 Survey

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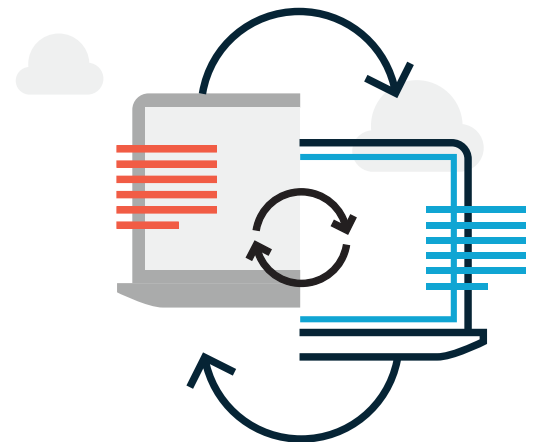
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INTRODUCTION

Unitrends' Annual Cloud and Disaster Recovery Survey, now in its fourth year, examines the state of data backup, recovery, DRaaS, and the progressive use of the cloud in data protection. Unitrends surveyed more than 400 organizations of all sizes and industries and provided valuable insights into their data protection strategies.

The results highlight that data loss and downtime continue to plague organizations of all sizes. As cloud adoption surges, enterprises are heavily using SaaS applications such as Office 365, Salesforce, and Google G Suite as their central platform. Furthermore, as enterprises are realizing the efficiency and flexibility of the cloud, they are also increasingly using it for data protection. A majority of organizations surveyed now use the cloud as an essential part of their data protection strategy. Cloud-based technologies such as archiving, DRaaS, and backing up SaaS applications are becoming mainstream.
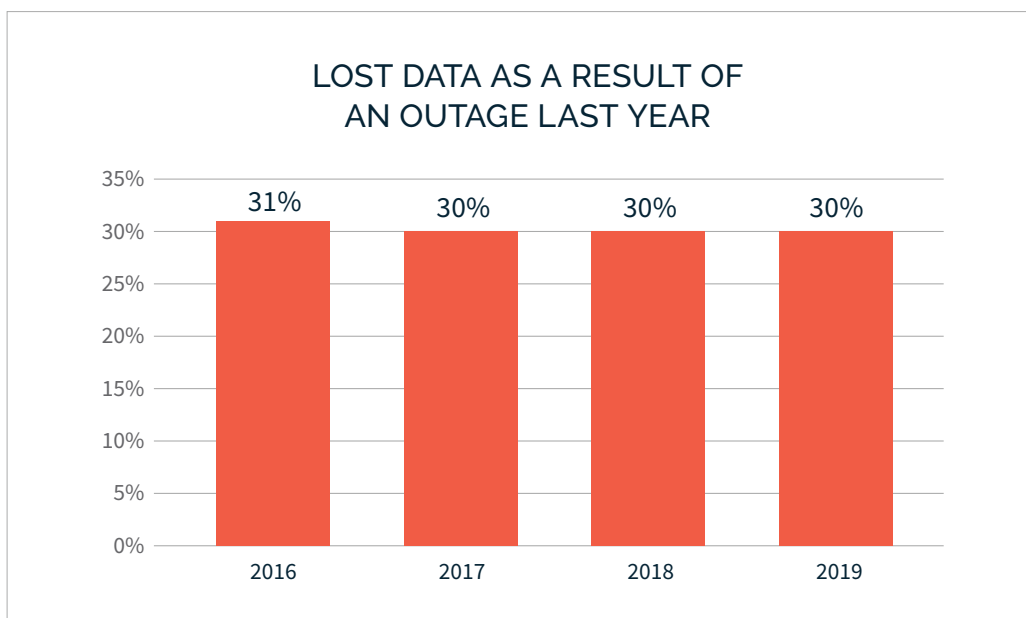
SaaS data protection is no longer "bleeding edge" technology as it is widely deployed by best-in-class organizations using the cloud for advanced data protection.
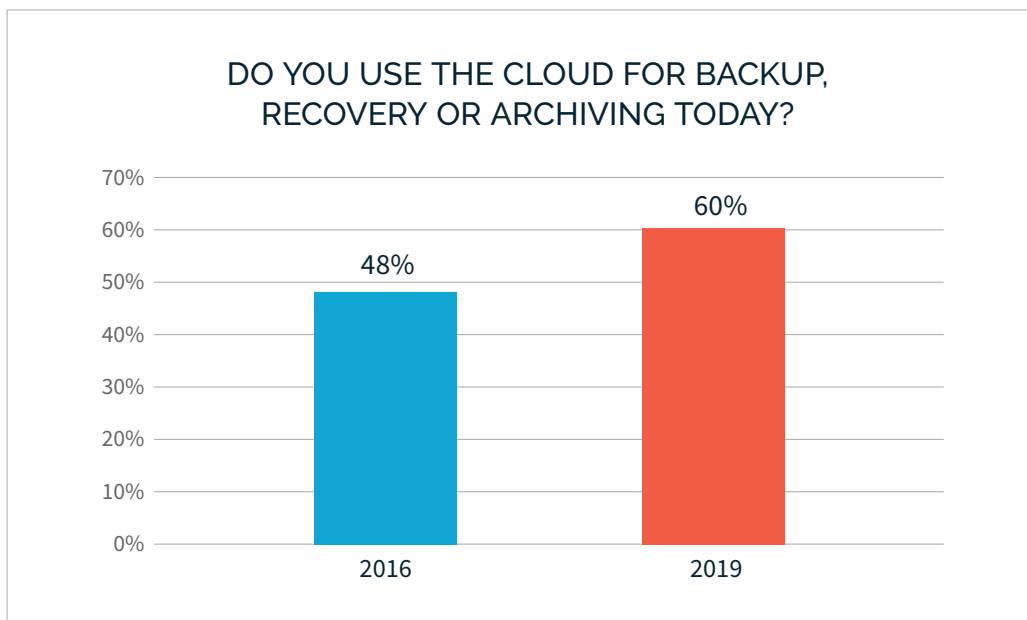
RATES OF DATA LOSS AND DOWNTIME

Organizations are still suffering unacceptably high rates of data loss and downtime.

The rate has remained consistent at 30% across the past four years that Unitrends has conducted this survey. Organizations attributed the loss of data to data center outages. Power failure, breaks in network connectivity, and the growing rate of cybercrime keep the rates of data center outages high. As more reliable and improved data protection tools such as cloud backup, and Disaster-Recovery-as-a-Service (DRaaS), are more widely and effectively deployed across all industries and organizations of all sizes, this rate of data loss should begin to subside.

LOST DATA AS A RESULT OF AN OUTAGE LAST YEAR

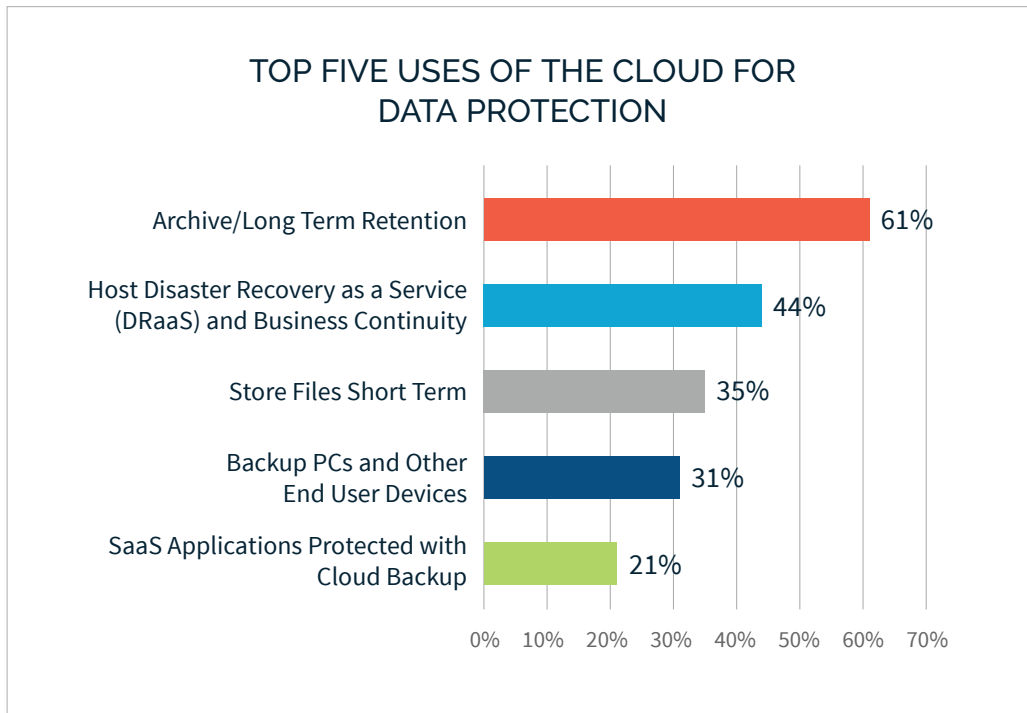| Year	Percentage
2016	31%
2017	30%
2018	30%
2019	30%

THE USE OF CLOUD IN DATA PROTECTION PROGRAMS

The use of the cloud as a tool in data protection strategies has greatly increased over the last four years.

DO YOU USE THE CLOUD FOR BACKUP, RECOVERY OR ARCHIVING TODAY?

48% (2016)
60% (2019)

As a part of our current survey, 60% of responding organizations reported using cloud features such as short-term data storage, archiving, DRaaS, and/or as a location for direct-to-cloud backup for PCs/servers. This growth in usage calculates to about a 10% Compound Annual Growth Rate (CAGR) from 2016 to 2019. Cloud usage is similar across organizations of all sizes. The survey found 61% of small (1 – 50 employees), 58% of mid-sized (51 – 1000), and 60% of large organizations use the cloud as part of their data protection strategy.

TOP FIVE USES OF THE CLOUD FOR DATA PROTECTION

Use	Percentage
Archive/Long Term Retention	61%
Host Disaster Recovery as a Service (DRaaS) and Business Continuity	44%
Store Files Short Term	35%
Backup PCs and Other End User Devices	31%
SaaS Applications Protected with Cloud Backup	21%

The cloud offers multiple technologies that are part of best-in-class data protection. For the first time in the 4-year survey, protecting SaaS applications with cloud-based backup made the list of the top 5 cloud-based data protection technologies deployed by the survey respondents. SaaS application protection is now an established part of IT data protection strategies.
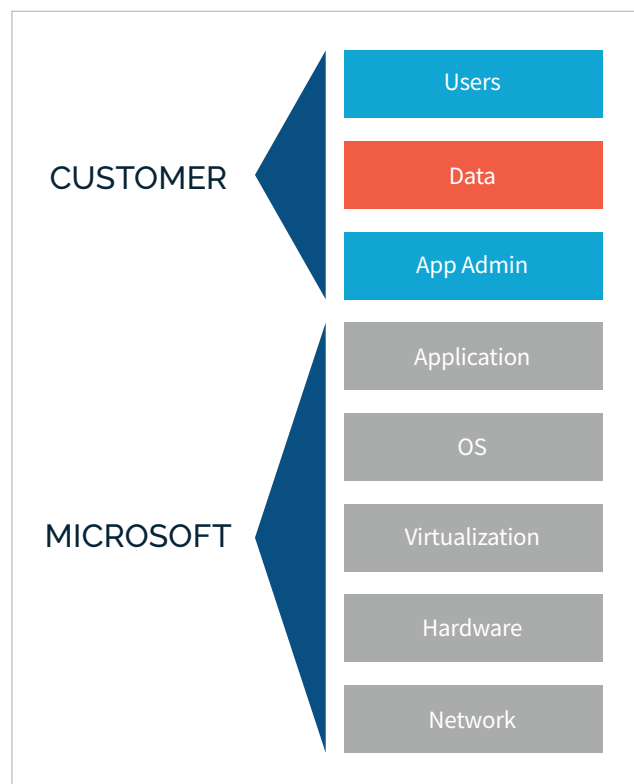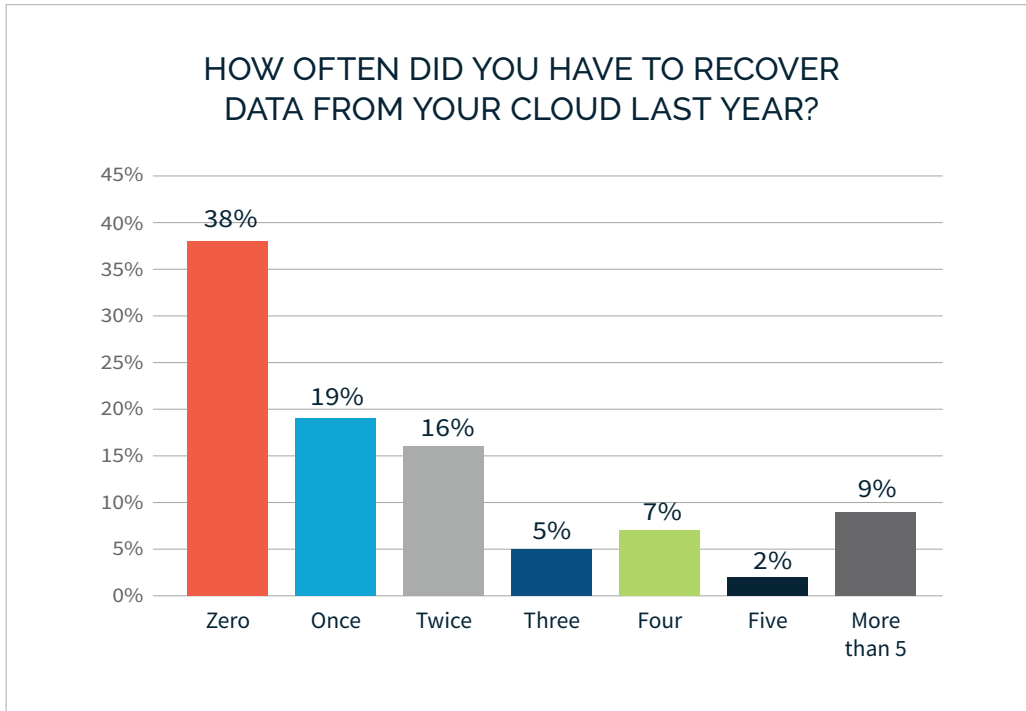
WHY SAAS DATA PROTECTION IS REQUIRED

SaaS providers such as Microsoft (Office 365), Salesforce, and Google (Google G Suite) practice a "shared responsibility" model when it comes to data protection. They will protect their applications from failures of their network, storage, servers, and application, but the customer is responsible for protecting their data from user and admin failures.

If a user places a PowerPoint presentation in the Recycle Bin, and the bin gets emptied, that data is lost forever. There is little the vendor can or will do to recover it. If a disgruntled employee permanently deletes his files on the way out the door that data is lost. The vendor is not responsible for your data – you are responsible for your own protection and recoveries.

Protection from admin errors, overwrites, accidental deletions, and other common user errors can only be ensured by using enhanced data protection services.

These vendors create a backup of the entire user account – Mail, Contacts, Calendar, OneDrive, and SharePoint (depending on the SaaS app) every day. These are stored remotely and are accessible to either the end user through a web app or an administrator for restoration whenever needed.

CUSTOMER
- Users
- Data
- App Admin

MICROSOFT
- Application
- OS
- Virtualization
- Hardware
- Network

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HOW OFTEN DID YOU HAVE TO RECOVER DATA FROM YOUR CLOUD LAST YEAR?

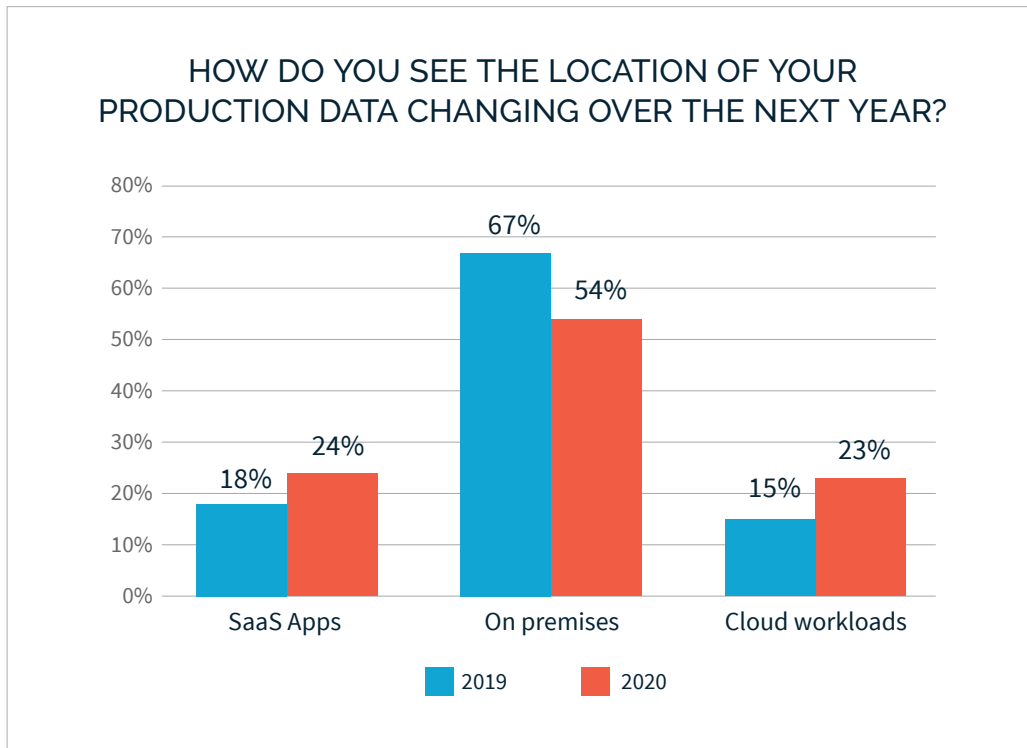| Category	Percentage
Zero	38%
Once	19%
Twice	16%
Three	5%
Four	7%
Five	2%
More than 5	9%

Accidents happen, and data can be destroyed, overwritten, or inadvertently deleted. A large majority of respondents reported that they had to recover a part of their data from the cloud at least once last year. Over 10% reported recovering data from the cloud five times or more last year. Followers of the 3-2-1 data storage strategy (3 copies of your data, in 2 different formats, with 1 remote and disconnected from your production infrastructure) know the cloud is ideal for protection and recovery.

We also asked survey respondents where they currently store their enterprise data and how that will shift.

HOW DO YOU SEE THE LOCATION OF YOUR PRODUCTION DATA CHANGING OVER THE NEXT YEAR?

Finally, the requirement for SaaS data protection will grow greatly over the coming years. Unitrends asked survey respondents to tell us where their production data resides today (SaaS apps, on-premises, or in the cloud) and how they see that mix changing over the next year. Respondents saw a 30% increase in the amount of data stored in their SaaS apps over the coming year. Enterprises recognize the financial and operational advantages of SaaS apps and the fact that the usage of SaaS applications is not just limited to mobile workers, but spans across all employees.

CONCLUSION

Some key takeaways from the survey:

- Enterprises across industries grapple with data loss. Data gets lost, stolen, over-written or corrupted all the time.

- The rate of SaaS adoption is similar across industries as enterprises shift the cost of managing business applications from costly on-premises servers and storage into the cloud. With the rate of cloud adoption growing about 10% per year, it can be concluded that all enterprises will use the cloud in the next decade.

- Currently, a majority of enterprises use the cloud as part of their data protection. 58% of enterprises reported having recovered data from their cloud backups at least once in the past year.

It is inevitable that you will if not now, heavily use enterprise SaaS applications. It is also inevitable that data loss will happen - by human error, malicious usage or malware. This can cause irreparable damage to your business, brand and customer base. Having a reliable backup and restore solution is an essential safety net. Best-in-class organizations use SaaS cloud backup technology to ensure that data is not lost, but can be easily restored.

For more on SaaS data protection contact +1 512-236-1277 or visit spanning.com

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Spanning Cloud Apps, a Kaseya company, is the leading provider of backup and recovery for SaaS applications, helping organizations around the globe protect their information in the cloud. The company provides powerful, enterprise-class data protection for Microsoft Office 365, G Suite, and Salesforce. With data centers located in North America, the EU, and Australia, Spanning Backup is the most trusted cloud-to-cloud backup solution for thousands of companies and millions of users around the world.

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