

# THE DISAPPOINTING STATE OF BACKUP AND RECOVERY IN 2019

## INTRODUCTION

For the fifth year in a row, Unitrends conducted a survey on the state of data backup, recovery, DRaaS, and the increasing use of the cloud for data protection. More than 400 respondents from organizations of all sizes and industries took part.

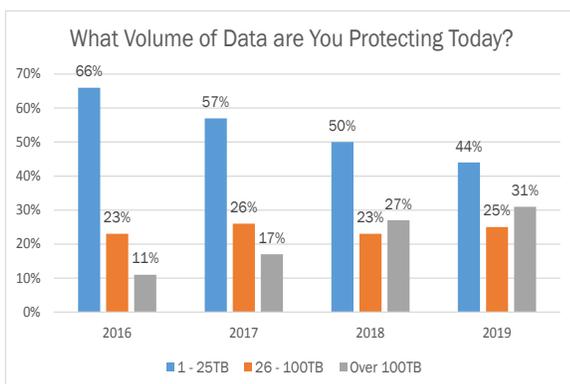
The results highlight that data loss and downtime continue to plague organizations of all sizes. At the same time the cloud is playing an increasing role in data protection with a majority of organizations now using the cloud as a critical part of their data protection strategy. Cloud-based technologies such as archiving, DRaaS, and direct-to-cloud back up of PCs and servers are fast becoming mainstream. Finally we found a direct relationship between the use of DRaaS and very fast recoveries and reduced downtime.

The survey found that despite a slew of new data protection tools, organizations continue to lose data and experience downtime at alarmingly high rates. Many challenges to good data protection procedures exist, including reduced IT budgets and headcount. However, there are best-in-class organizations that reported zero downtime and data loss by following some of the procedures outlined in this report.

At the end of each section will be a link to follow if you are interested in learning more on each topic

## THE INCREASING CHALLENGE OF DATA PROTECTION

One of the most basic job requirements for IT is to protect corporate data and keep the business applications running. However that requirement is getting increasingly more difficult due to a variety of circumstances.



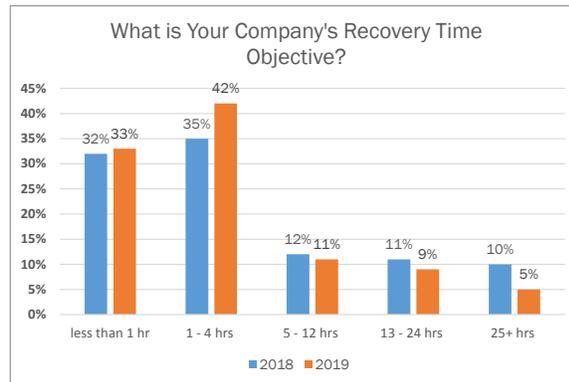
Data volumes requiring protection have been rising continuously over the last four years, forcing organizations to look for new strategies to control storage costs and reduce the capital expenses required for purchasing new storage devices. Organizations reporting they are required to protect over 100TB of data has risen from 11% in 2016 to 31% in 2019 with no real change in the mix of small / mid-sized / large enterprises across the years of the survey. d of downtime in 2019.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE JUST STARTING TO USE THE CLOUD FOR BACKUP AND RECOVERY?

“TEST, TEST, TEST. Don’t assume that it works. Make sure that you regularly do test recoveries.”

Manager IT, Mid-sized US Manufacturer

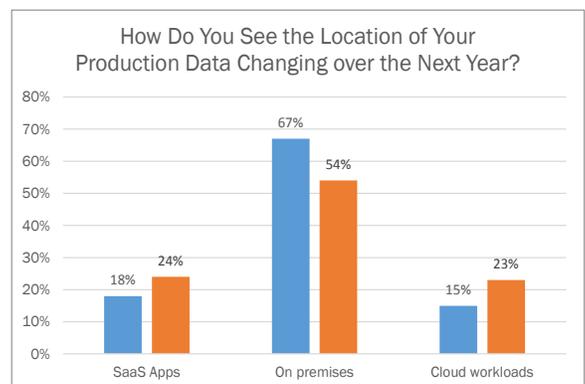
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Organizations are increasing their expectations for fast recoveries. In just one year's time 12% more organizations expect to recover downtime in less than 4 hours. This ups the requirements for IT to have the tools and procedures in place to meet these rising expectations.

Enterprise computing infrastructure is becoming much more complicated. Most corporate compute environments now include SaaS applications, cloud workloads, mobile workers, and multiple locations of enterprise data to protect. 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.

Survey respondents report planning to shift the location of larger percentages of their enterprise data out of on-premises data centers, the traditional focus of data protection efforts. The responses to this question should be taken as directional



guidance and not literally. Shifting these volumes of data into and out of the cloud will take many years to execute. However you see the growing importance cloud-based data and applications will play in the near future. On-premise data storage will still be primary but sizable percentages will be shifted to the cloud. Expect to see this trend well into the future as the economics and flexibility of cloud storage are very compelling.

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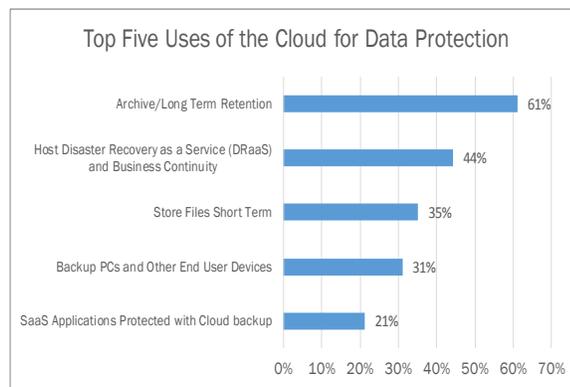
“Learn about the service provider’s upload and download speeds. Slow speed can kill your recovery.”

IT Manager, Small Technology Services Company, US Southwest

It is becoming more important to include data protection tools to protect the data in SaaS applications such as Office 365, Salesforce and Google G Suite as well as cloud workloads. To learn more about SaaS data protection read [The Increasing Use of SaaS Data Backup – 2019 Survey Findings](#).

## EMERGING CLOUD-BASED BACKUP AND RECOVERY TOOLS

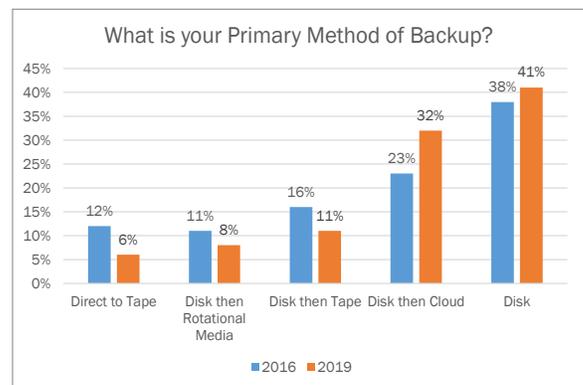
Cloud-based data protection and storage technologies are increasing in their importance to reducing downtime and data loss. Today, 60% of responding organizations report using cloud features for data protection. This growth in usage calculates to about a 10% CAGR from 2016 to 2019. Cloud usage is similar 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.



The cloud offers multiple technologies that are part of best-in-class data protection. Archiving and short term data storage in the cloud have been used for quite some time. Cloud storage is becoming more institution-

alized as using the cloud to store data backups is fast becoming the preferred location.

For more information on the use of cloud as part of your data protection strategy read the [DCIG Cloud Data Protection Buyers Guide](#). Let’s look more closely at these cloud use cases.

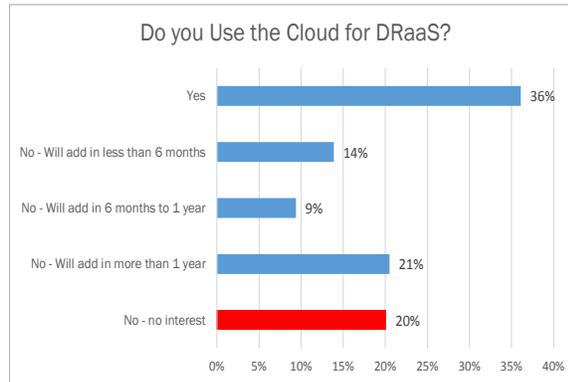


WHAT ADVICE WOULD YOU GIVE TO SOMEONE JUST STARTING TO USE THE CLOUD FOR BACKUP AND RECOVERY?

“Do your research of the various offerings to find the “best fit” and “best value for money” not the cheapest one.”

IT Director,  
Large US  
Software  
Company

Cloud-based DRaaS (Disaster Recovery-as-a-Service) has evolved from a “bleeding edge” service to wide adoption. 23% of respondents plan to add the technology to their data protection portfolio in the next 12 months, and an equal number would like to add it but have no real plans to do so. This means a full 80% of respondents understand that DRaaS has value for data protection and disaster recovery.

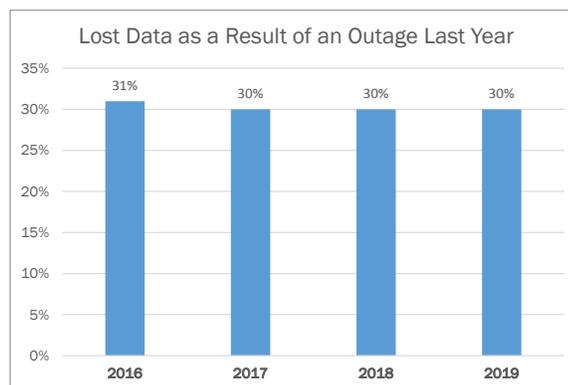


To learn more about how DRaaS works, watch the videos [Introduction to DRaaS](#) or [The 5 Key Benefits of Unitrends DRaaS](#). To read how DRaaS could save your business from extensive downtime read [An Anatomy of a DRaaS Event](#).

The survey highlighted another new technology is emerging. Directly backing up PCs / Servers to the Cloud – WAN capacity and cloud reliability has increased enough to allow users to trust backing up their PCs and servers directly to the cloud. They are confident enough not to require backups to on-premises servers first. This tool is especially important for a highly mobile workforce that is only occasionally connected to the corporate network.

### THE EFFECTIVENESS OF CURRENT DATA PROTECTION PROGRAMS

WE have looked at both the growing challenges of data protection and new, cloud-based backup and recovery technologies. We expect to see the adoption of the cloud for data and application protection increase as the pressure to reverse these negative trends will continue.



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

Unitrends has been conducting this survey over five years and found that consistently, 30% of responding organi-

zations reported losing data as the result of an outage. This remains stubbornly high even as new data protection tools such as cloud

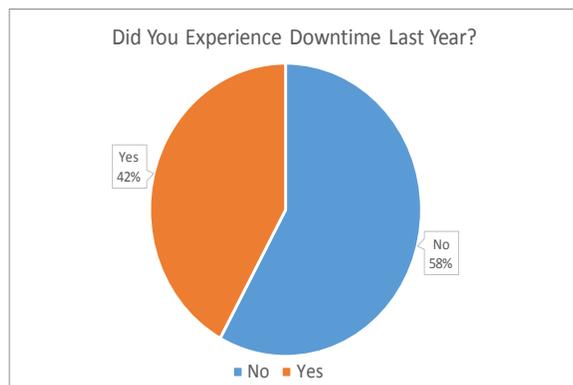
WHAT ADVICE WOULD YOU GIVE TO SOMEONE JUST STARTING TO USE THE CLOUD FOR BACKUP AND RECOVERY?

“When designing your backup and recovery consider Service Level Agreements as these are very important.”

VP IT, Large Bank, West Coast, US

storage, Disaster-Recovery-as-a-Service (DRaaS), and improved data backup appliances have emerged over the same period of time.

Additionally, over 40% of respondents reported having a period of downtime in 2019.

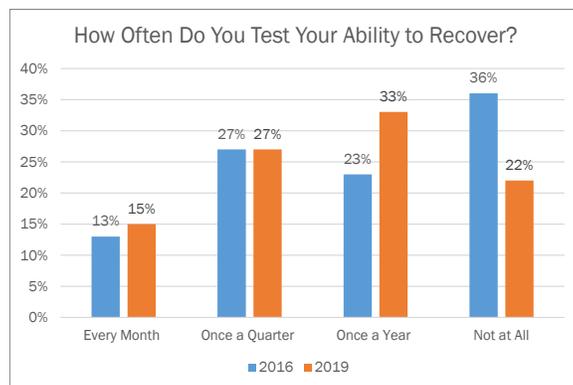


Despite all the new technologies, why is data loss and downtime continuing to plague enterprises? We have already discussed several challenges. However, another, more directly controllable potential contributing factor was found with

responses to a question of how often respondents tested their ability to recover.

Enterprises continue to underestimate the importance of recovery testing. The data shows there has been only a small decrease in the percentage of organizations that test their recovery capabilities once a year or less from 2016 (59%) to 2019 (55%). A majority of enterprises don't really know for sure if they can recover their applications after a downtime event as they test rarely or not at all. The little good news identified is that 12% more organizations at least test annually vs. 4 years ago.

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The need to continuously test recovery tools is critical to ensuring speedy business restoration. Testing can be difficult, time consuming,

and impact production servers or it can be automated with little to no negative impacts on the business. For more information on disaster recovery testing and how best-in-class companies do it well read [Disaster Recovery Testing, Your Excuses, and How to Win](#).

## CONCLUSION

Downtime and data loss cost enterprises incalculable amounts of money each year. The rate of downtime and data loss continues despite the adoption of new tools such as the cloud, DRaaS, and enhanced data backup and recovery appliances.

The data shows an increasing number of organizations are recognizing the advantages of using the cloud and are adopting it as part of their data protection and recovery strategy. Increased adoption should lead to lower costs, improved services, and more vendors offering cloud products. It is almost inevitable that your organization will adopt new and expanded use of the cloud as part of your data protection and recovery strategy.

For more information on the types of data requiring long term storage, and the role of backups in a data management program, read [Backups Can Drive a Successful Data Management Program](#).

Unitrends increases uptime and confidence in a world in which IT professionals must do more with less. Unitrends leverages high-availability hardware and software engineering, cloud economics, enterprise power with consumer-grade design, and customer-obsessed support to natively provide all-in-one enterprise backup and continuity. The result is a “one throat to choke” set of offerings that allow customers to focus on their business rather than backup. Learn more by visiting [unitrends.com](http://unitrends.com) or follow us on LinkedIn and Twitter @Unitrends.