UNITRENDS
A Kaseya COMPANY

INCREASING USE OF SAAS DATA BACKUP – 2019 SURVEY FINDINGS

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 in data protection. More than 400 respondents from organizations of all sizes and industries took part.
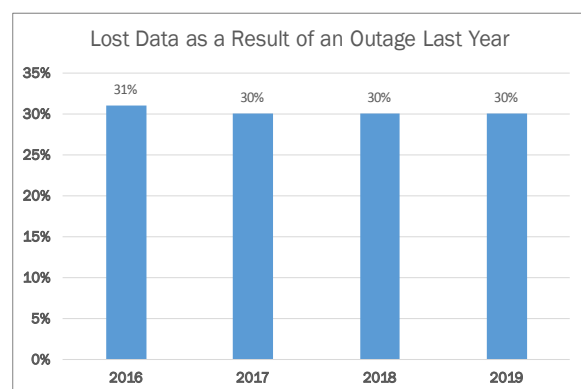
The results highlight that data loss and downtime continue to plague organizations of all sizes. At the same time, the cloud is playing an increasing role in data protection with a majority of organizations now using the cloud as a critical part of their data protection strategy. Cloud-based technologies such as archiving, DRaaS, and backing up SaaS applications are becoming mainstream.

This report will focus on the growing recognition that SaaS applications such as Office 365, Salesforce.com, and Google G Suite are an essential part of an enterprise data protection strategy. 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.

THE EFFECTIVENESS OF CURRENT DATA PROTECTION PROGRAMS
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 organizations reported losing data as the result of a data center outage. This remains stubbornly high even as new data protection tools such as cloud workloads, Disaster-Recovery-as-a-Service (DRaaS), and greatly improved data backup and recovery appliances have emerged over the same period of time. As these enhanced tools are more widely and effectively deployed across all industries and organizations of all sizes, this rate of data loss will begin to subside.

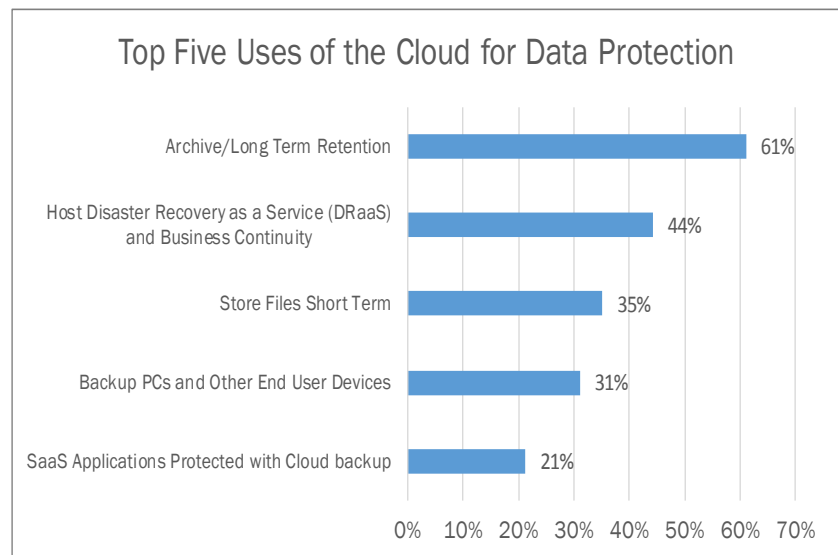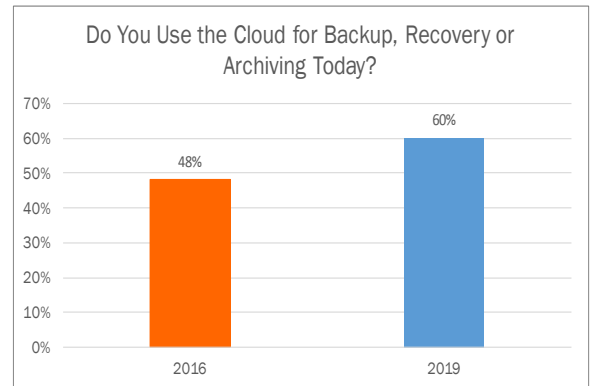Lost Data as a Result of an Outage Last Year

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.

Today, 60% of responding organizations report 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

Do You Use the Cloud for Backup, Recovery or Archiving Today?

Year	Percentage
2016	48%
2019	60%

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

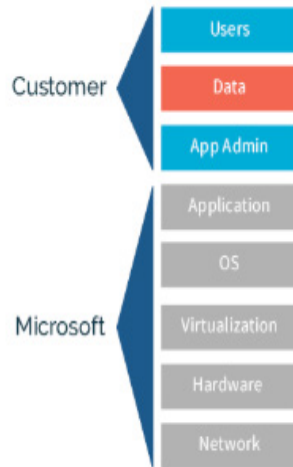| Use	Percentage
Archive/Long Term Retention	61%
Host Disaster Recovery as a Service (DRaaS) and Business Continuity	44%
Store Files Short Term	35%
Backup PCs and Other End User Devices	31%
SaaS Applications Protected with Cloud backup	21%

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.

The cloud is just not inert storage where data goes to die with high costs of retrieval.
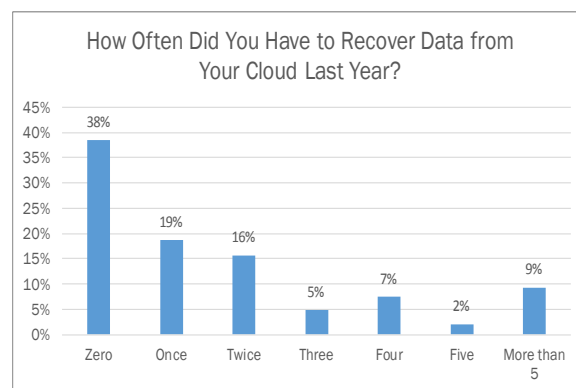
THE USE OF CLOUD IN DATA PROTECTION PROGRAMS

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 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.
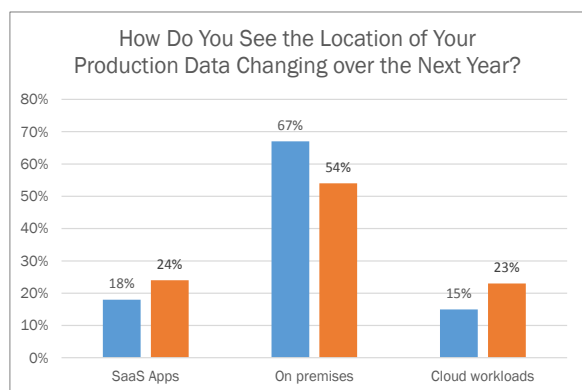

Accidents happen and data can be destroyed, overwritten, or inadvertently deleted. A large majority of respondents reported that they had to recover at least some of their data from the cloud at least once last year. Over 10% reported recovering data from the cloud five times or more last year. Followers 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?

	SaaS Apps	On premises	Cloud workloads
Blue	18%	67%	15%
Orange	24%	54%	23%

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. They recognize that much corporate data is actually created in SaaS applications by not just mobile workers, but all employees as enterprises recognize the financial and operational advantages of SaaS apps.

CONCLUSION

We see several points in the survey responses:

1.   Currently a majority of enterprises use the cloud as part of their data protection. With the rate of cloud adoption growing about 10% per year it is easily predicable that all enterprises will use the cloud in the next decade.

2.   The rate of SaaS adoption is similar as enterprises shift the cost of managing business applications from costly on-premises servers and storage into the cloud. This means more enterprise data will be created and stored in the cloud

3.   Data gets lost, stolen, over-written or corrupted all the time.

It is inevitable that you will, if not now, have enterprise SaaS applications and users and admins will lose critical information. Best-in-Class organizations use SaaS cloud backup technology to ensure that data is not lost, and easily restored. To learn more, request to see a demo of Spanning Backup here.

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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 or follow us on LinkedIn and Twitter @Unitrends.

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