

6 TOP TRENDS IN DATA BACKUP AND RECOVERY

With data spread across organizations, IT leaders are working to adapt their data protection strategies. Here's a look at data backup and recovery trends and where the industry is heading.



The Cost of Data Loss Is High

As the cost of damages rise, organizations are seeing reasons to boost their data backup and recovery efforts and budgets.



\$4.45 MILLION

The average cost of a data breach¹



\$1,542,333

The average ransom payment²



\$300,000+

The average cost of one hour of downtime³

Organizations Are Trying to Protect Their Data

85% want to increase data protection spending⁴



57% of IT leaders intend to change their backup solutions⁴

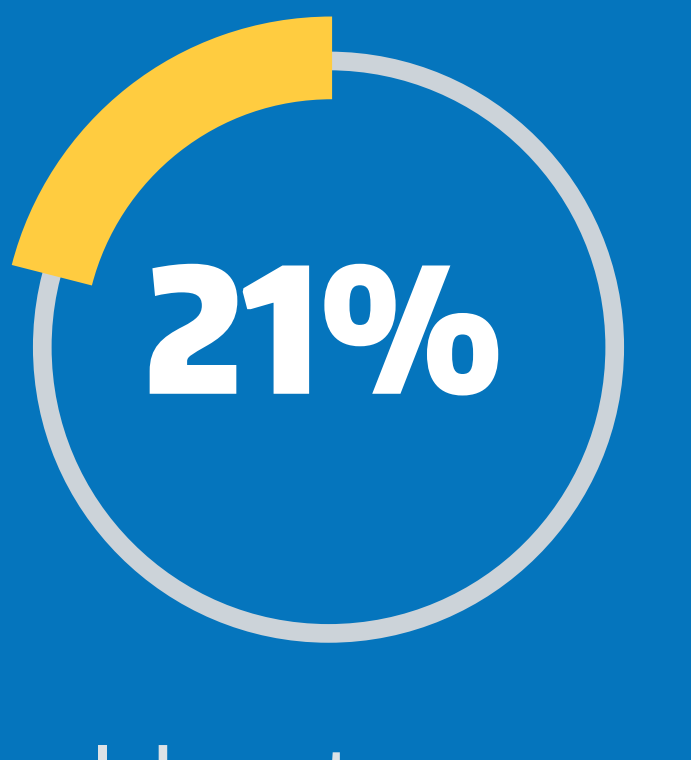
Backup Data Is Under Attack

However, the solutions, methods, and processes most organizations are using aren't effective enough.

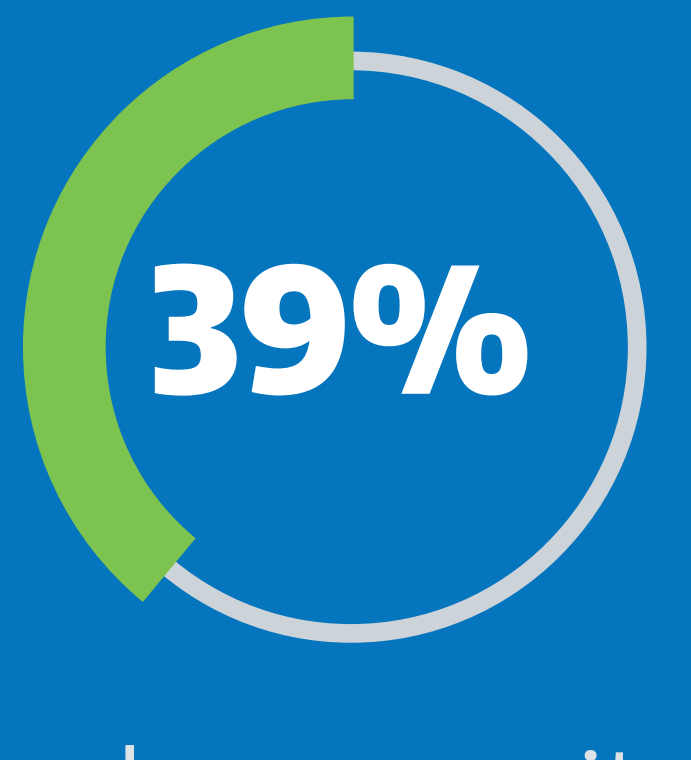
After a Ransomware Attack



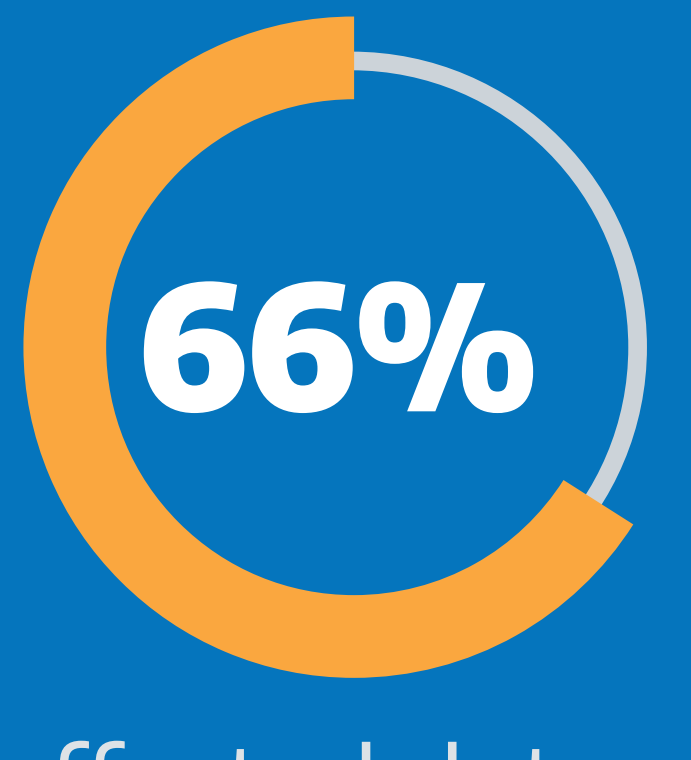
of organizations paid the ransom⁵



could not recover their data even after a payment was made⁵



of backup repositories were unusable⁵



of affected data was lost for good⁵

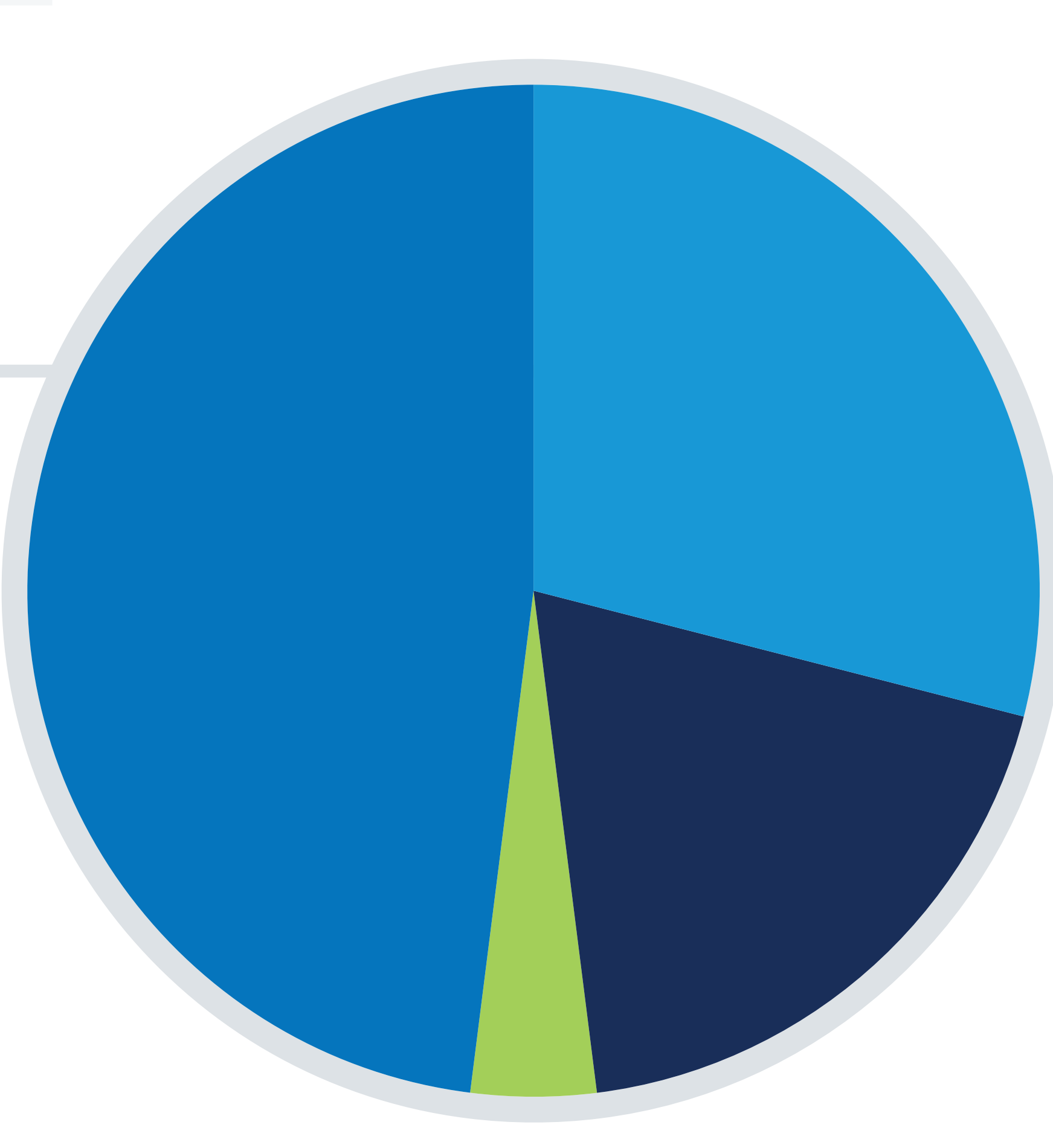
Organizations Are Choosing the Cloud

90% are opting for cloud solutions for their data protection and most use a hybrid of on-premises, private, and public cloud.⁶

Where Data Is Stored

48% at the core⁶

4% other⁶



29% in the cloud⁶

19% at the edge⁶

The Data Backup and Recovery Industry Continues to Grow

As the volume of data grows, so does the market for data protection.



16% GROWTH in the past year⁷



\$14.15 BILLION current market value⁷

\$23.64 BILLION predicted market value by 2027⁷

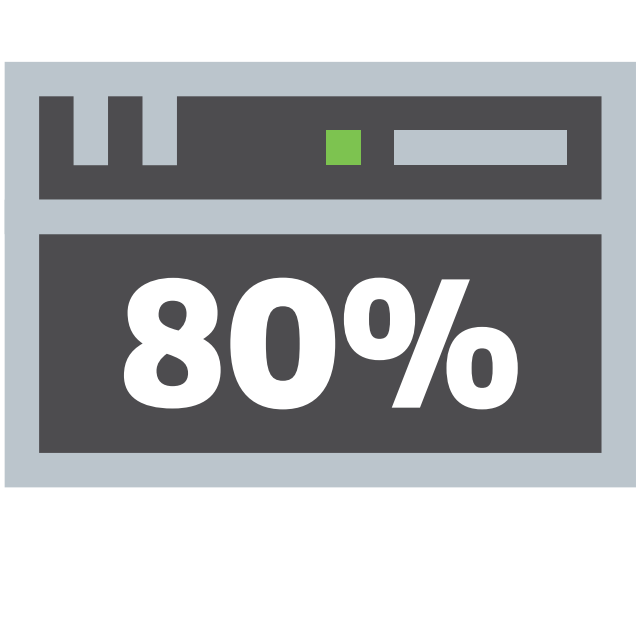
Backup and Recovery Efforts Turn to Flexible Solutions

More organizations are choosing flexible, faster as-a-service solutions.

Industry Experts Predict



will center their data protection around the cloud by 2025⁸



will use BaaS or DRaaS for at least some of their data⁴

Achieve a Greater Level of Data Protection

If you need better data backup and recovery tools and processes, we can help you find simpler, more flexible solutions. Contact us today to speak with a data protection expert and discuss the right technology for your unique needs.

1.800.800.0014
connection.com/BackupRecovery



Sources:
1. IBM, 2023, Cost of a Data Breach Report 2023 2. Sophos, 2023, The State of Ransomware 2023 3. ITRC, 2022, 2022 Global Server Hardware Security Survey
4. Veeam, 2023, Data Protection Trends Report 2023 5. Veeam, 2023, Global Report Ransomware Trends 6. IDC, 2022, Using Backup as a Service to Modernize Data Protection
7. ReportLinker, 2023, Data Backup And Recovery Global Market Report 2023 8. IDC, 2022, The State of Ransomware and Disaster Preparedness: 2022
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