The Future of Data Protection

Respondents: 100 technology executives

Demand for better data protection is imminent

Cyber attacks, particularly ransomware attacks are surging, and the demand for better data protection is imminent. Organizations are evaluating new strategies and technologies to protect data in increasingly hybrid and cloud environments. With data systems continuing to be breached, executives are turning to Data Protection-as-a-Service (DPaaS) for access to new technologies, and to stay ahead of threat actors. As new trends impact data vulnerability, what are leaders thinking when it comes to securing sensitive information?

Pulse and Calamu surveyed 100 IT and security executives to understand how satisfied they are with their current data protection strategy, and what technologies they're pursuing.
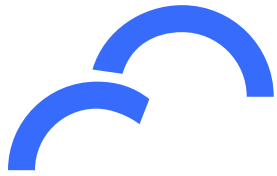
The future of data protection will require protection in many environments

Only 4% of executives say their organization's data systems remain primarily on-prem; however, about two-thirds of those embracing the cloud retain some data on-prem in a hybrid environment.

Is your organization primarily using on-prem, hybrid, cloud, or multi-cloud data systems?

4%
On-prem

63%
Hybrid

18%
Cloud

15%
Multi-cloud

> **"Cloud protection technologies will be a critical dependency as we move more information off premises."**
>
> - Director of IT, finance, banking & insurance, 10,001+ employees

Approximately half (47%) of executives are most concerned with protecting data stored on servers or file systems. 32% of executives are equally concerned about protecting data on their end-user workstations, servers or file systems, and backups.

At this time, are you more concerned about protecting data on your end-user workstations, data stored on servers/file systems, or backups?

47%
Server/file system data

32%
I am equally concerned about protecting all

8%
Backups

13%
End-user workstation data
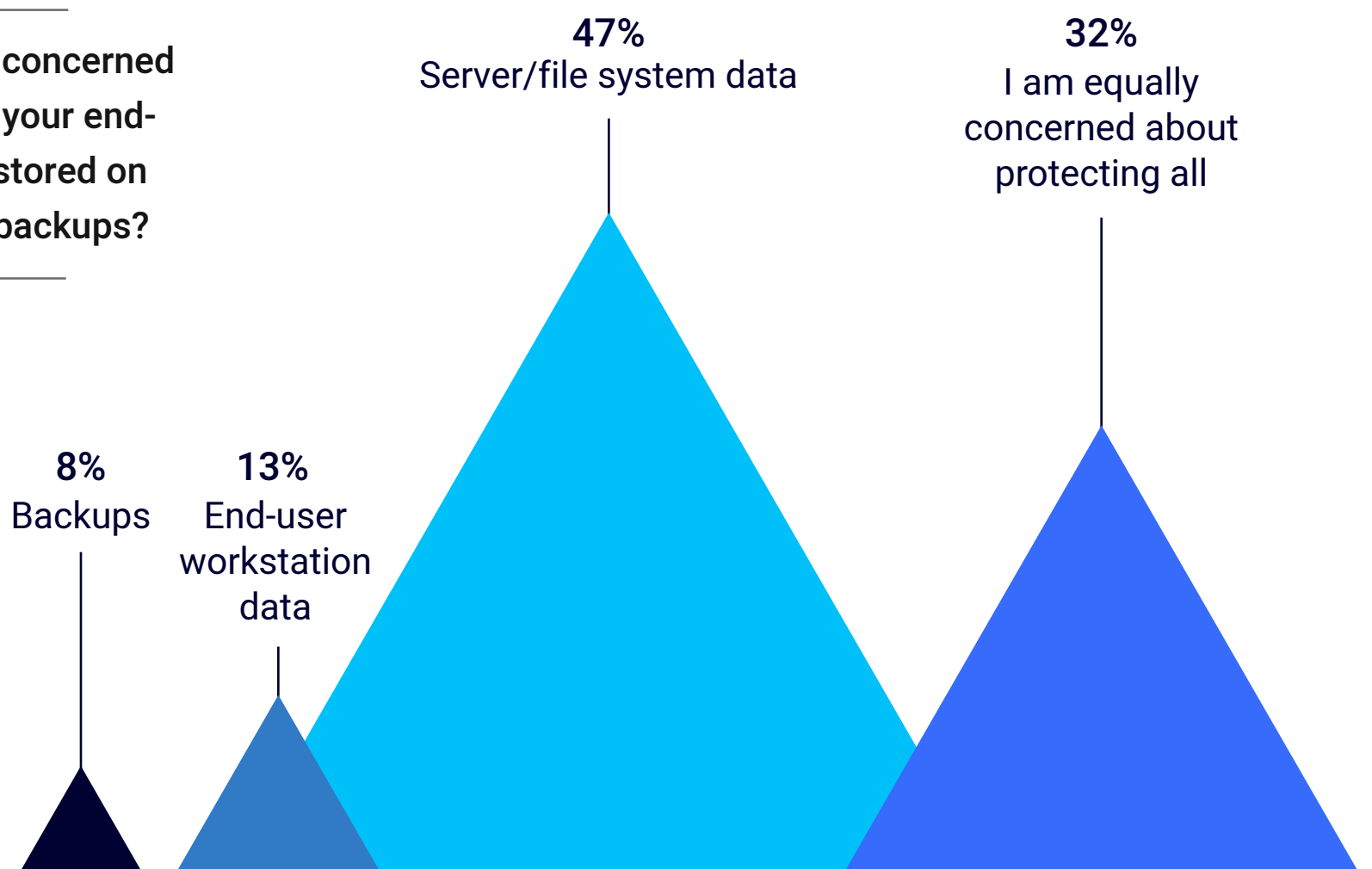
Currently, many executives are relying on a variety of protective technologies used in combination.

"Air-gapped tape backups on site for crown jewels, on-premises and cloud backups for other data."

- Director of IT/information security, educational services, 1,001 - 5,000 employees

"A little bit of everything. From Data Encryption tools to Zero Trust solutions as well as full and secure backup solutions."

- VP of IT, software, 10,001+ employees

"Data Loss Prevention (DLP)."

- C-suite in IT, construction, 5,001 - 10,000 employees

Companies that have fallen victim to cyber attacks can have their data compromised and the impacts can be long-lasting

43% of respondents say their company has fallen victim to a cyberattack, while 50% of respondents say their company has not.
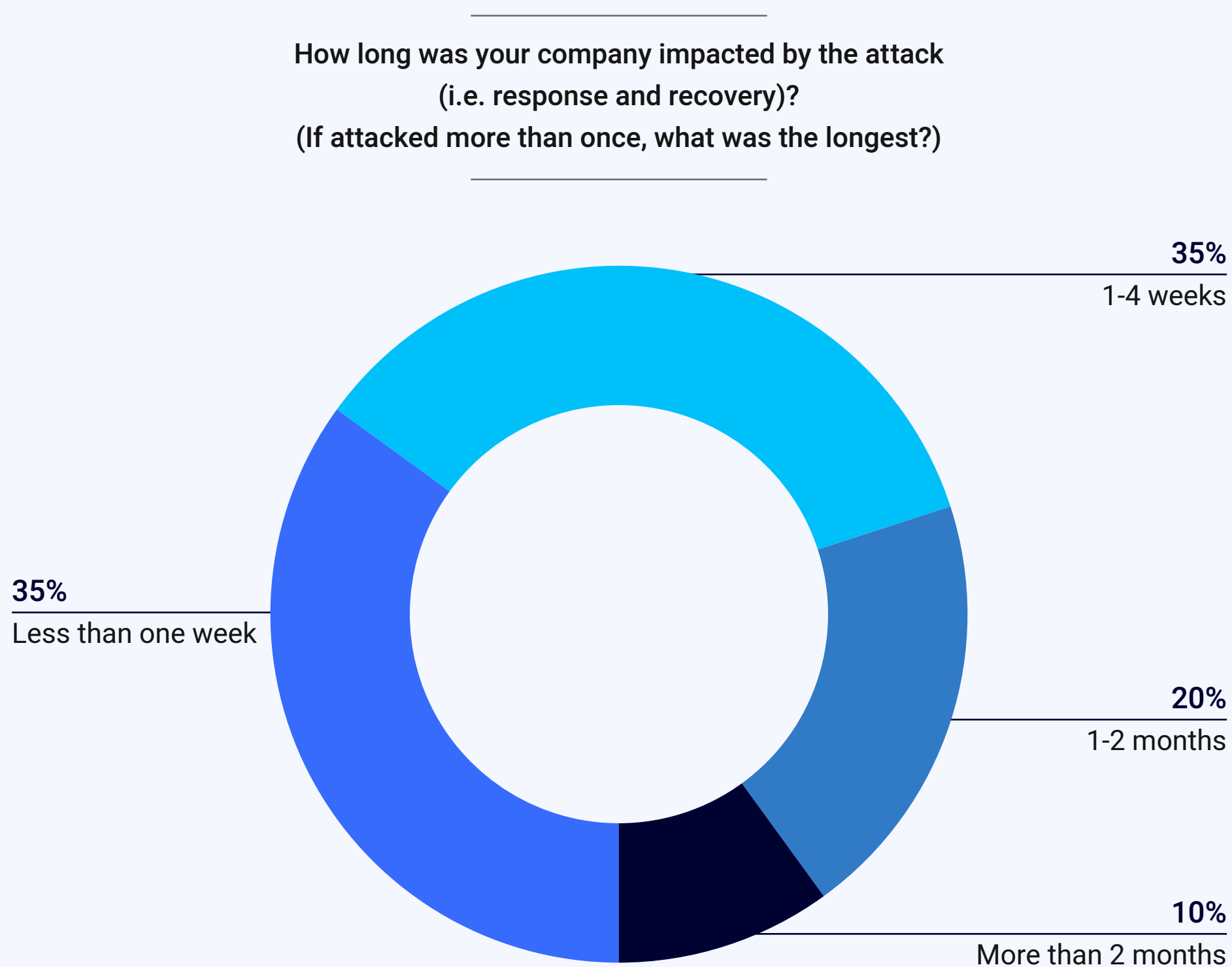
Has your company ever fallen victim to a cyberattack?

43%
Yes

50%
No

7%
I don't know
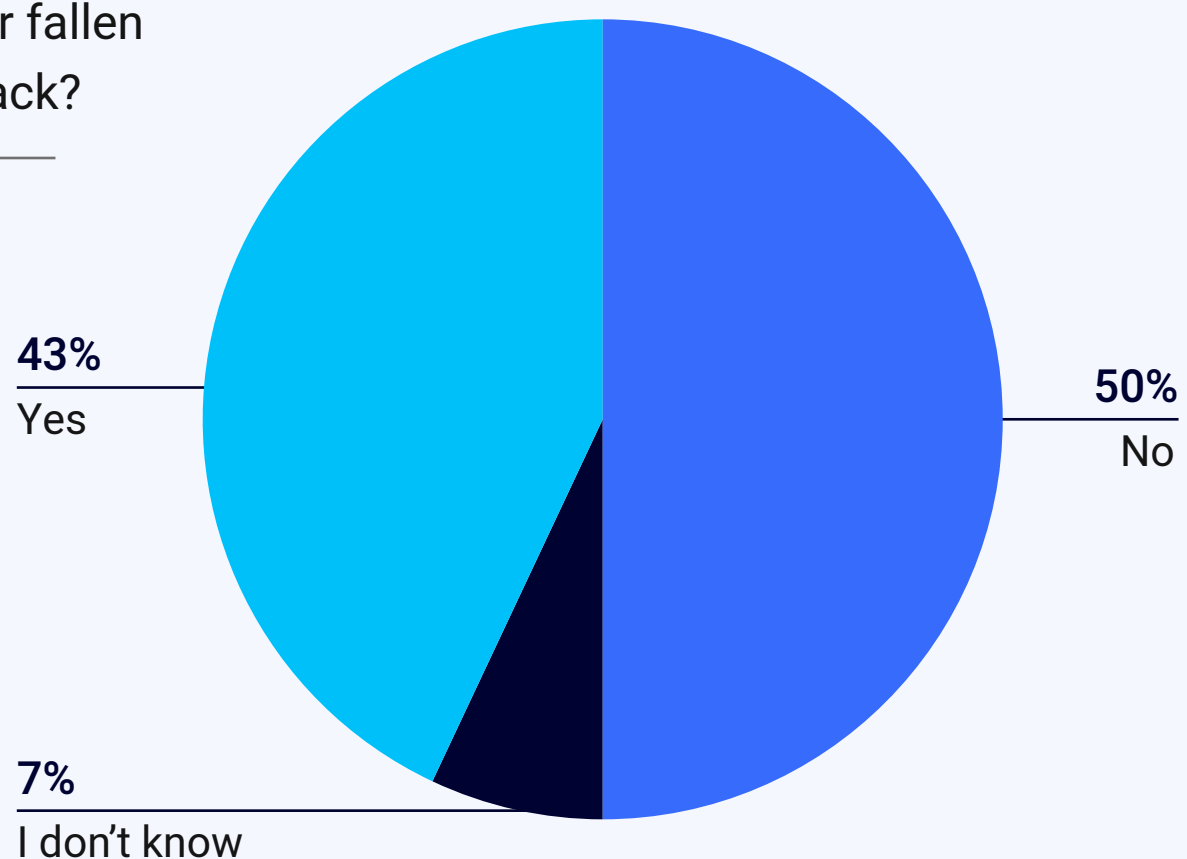
For those whose company has been victimized by a cyberattack, 46% of respondents could confirm that they had data stolen or impacted.

Was data stolen or impacted?

46%
Yes

49%
No

5%
I don't know
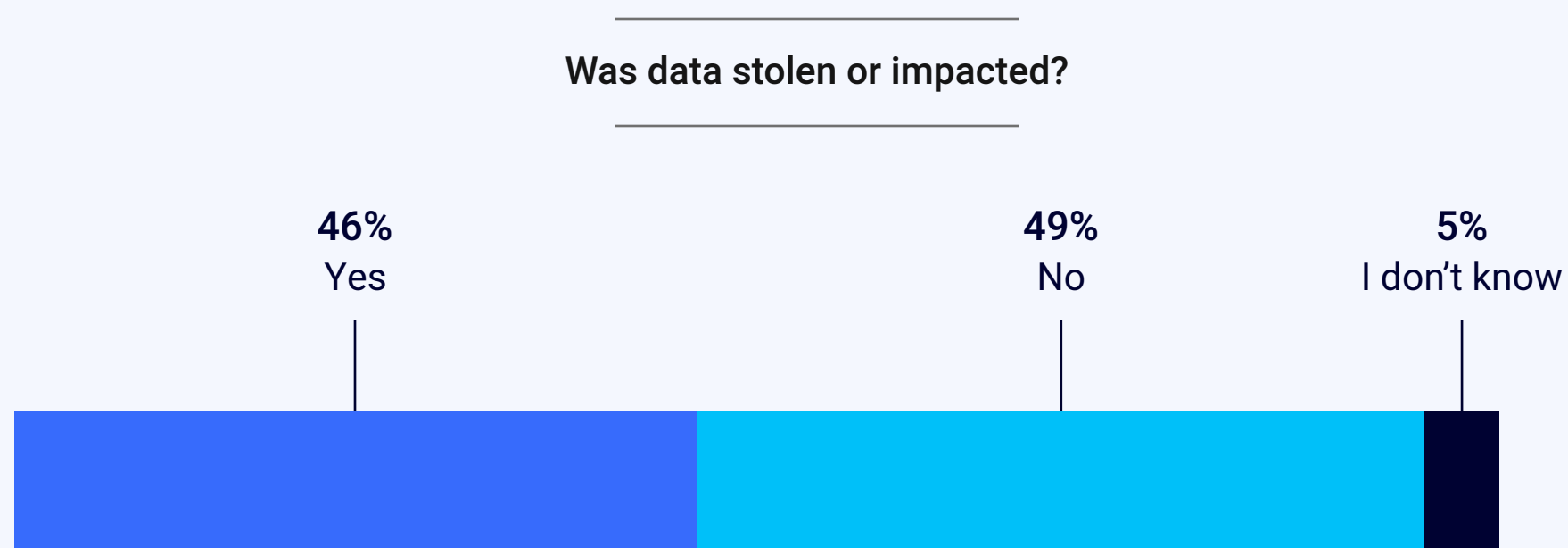
If data was stolen or impacted by a cyberattack, 70% of executives say the impacts on their company lasted for up to 4 weeks.

How long was your company impacted by the attack (i.e. response and recovery)?
(If attacked more than once, what was the longest?)

35%
1-4 weeks

35%
Less than one week

20%
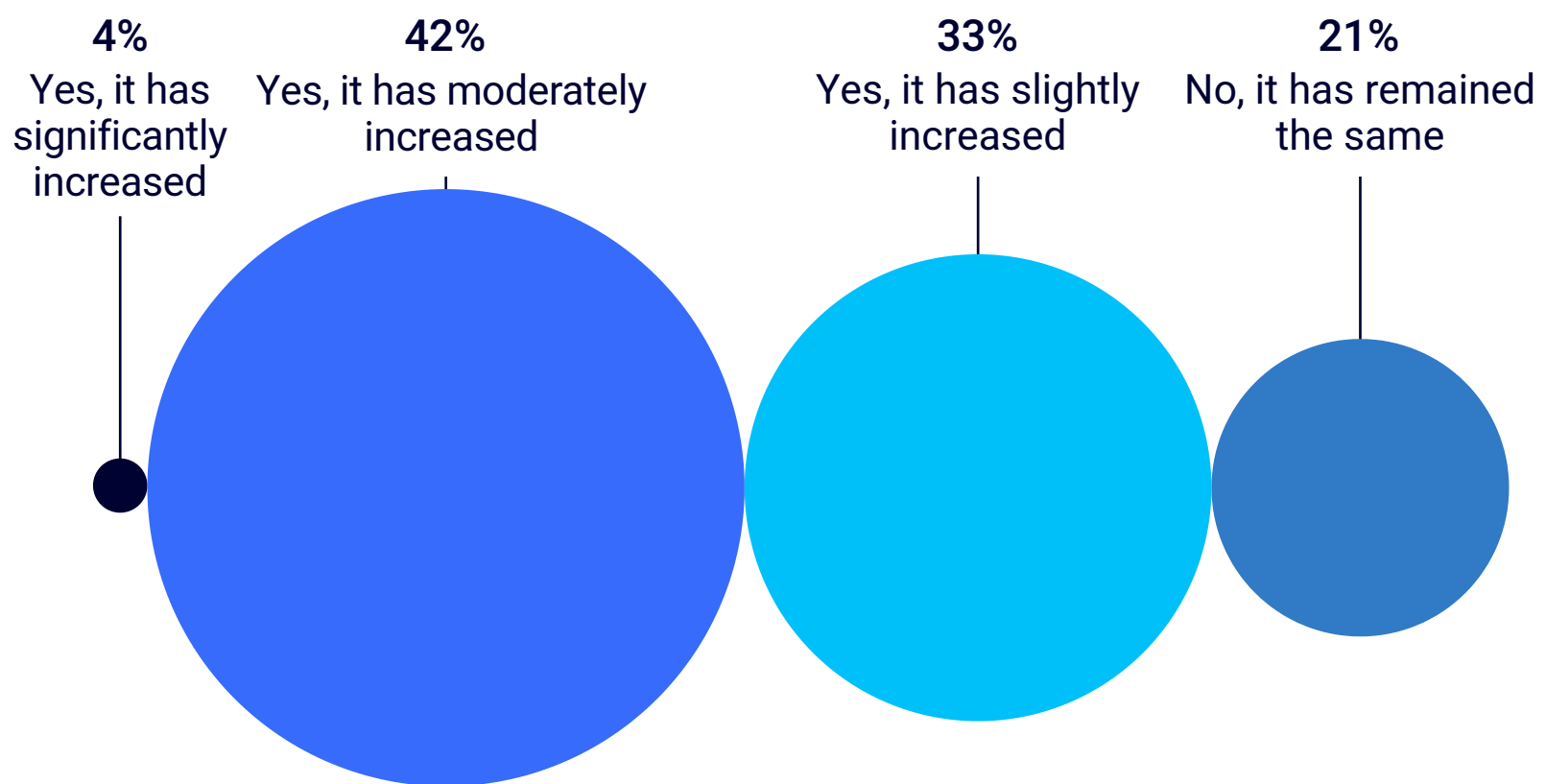1-2 months

10%
More than 2 months

Executives are investing in data protection, but existing data protection solutions and data backups show room for improvement
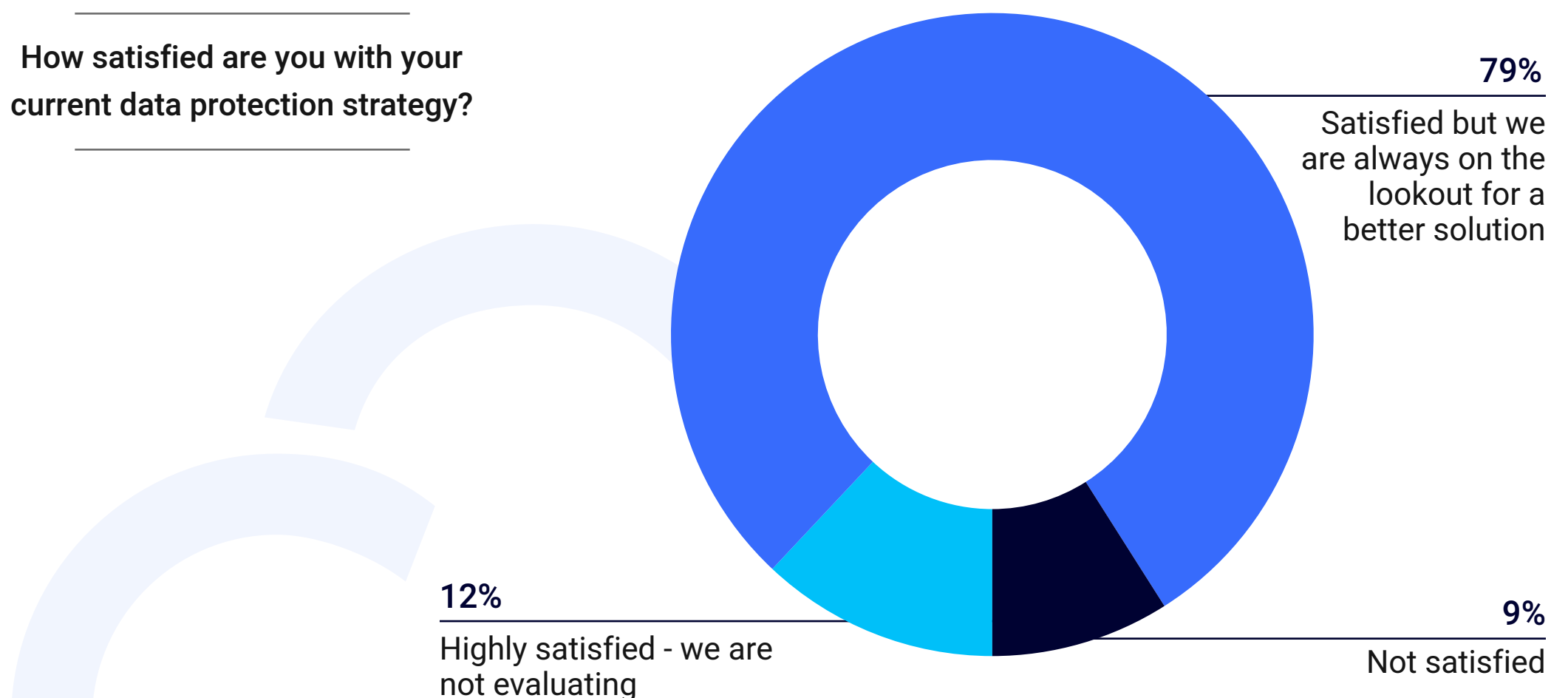
79% of executives say their data protection budget has increased in the past 1-2 years.

Has your data protection budget changed in the last 1-2 years?

4%
Yes, it has significantly increased

42%
Yes, it has moderately increased

33%
Yes, it has slightly increased

21%
No, it has remained the same

Although most are satisfied with their data protection strategies, 79% of respondents remain on the lookout for better data protection solutions.

How satisfied are you with your current data protection strategy?

79%
Satisfied but we are always on the lookout for a better solution

12%
Highly satisfied - we are not evaluating

9%
Not satisfied

And, only 11% of executives are highly confident that their data backups will not be corrupted and will perform as expected.

How confident are you that your data backups will not be corrupted and will perform as expected?

11% Highly confident

56% Moderately confident

32% Somewhat confident

1% Not confident
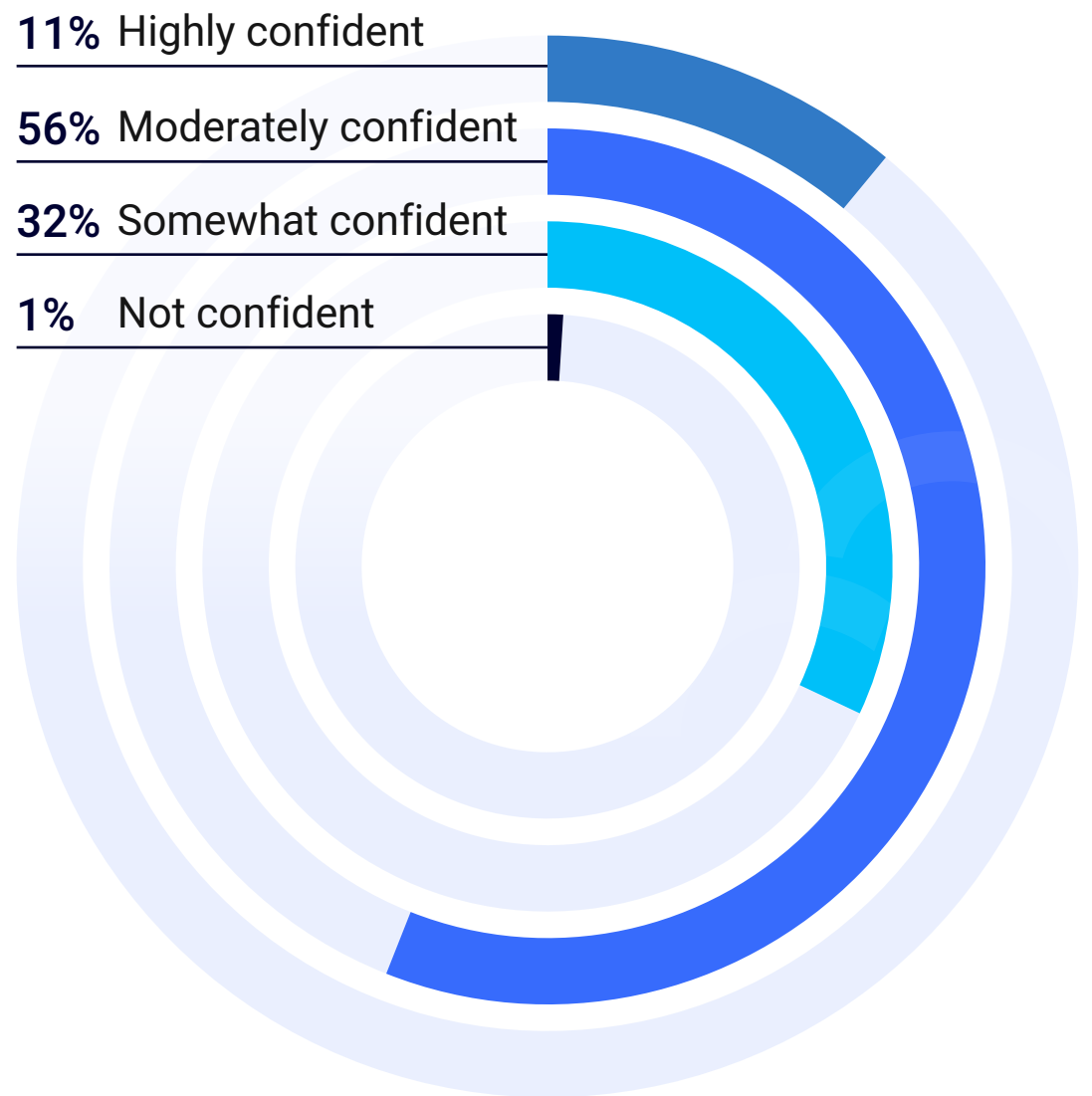
"[The future of data protection will be] continuous, always on, synced automatically offsite. Downtime will be minutes in the future."

- Director of IT in Educational Services, 1,001-5,000 company size

Many have turned toward air-gapped solutions, but those looking for innovative technology are evaluating DPaaS solutions

73% of executives are currently using or are evaluating air-gapped or air-gap like solutions.

Do you use air-gapped or air-gap like solutions?

27%
No

41%
Yes

32%
Not yet, but we're evaluating them.
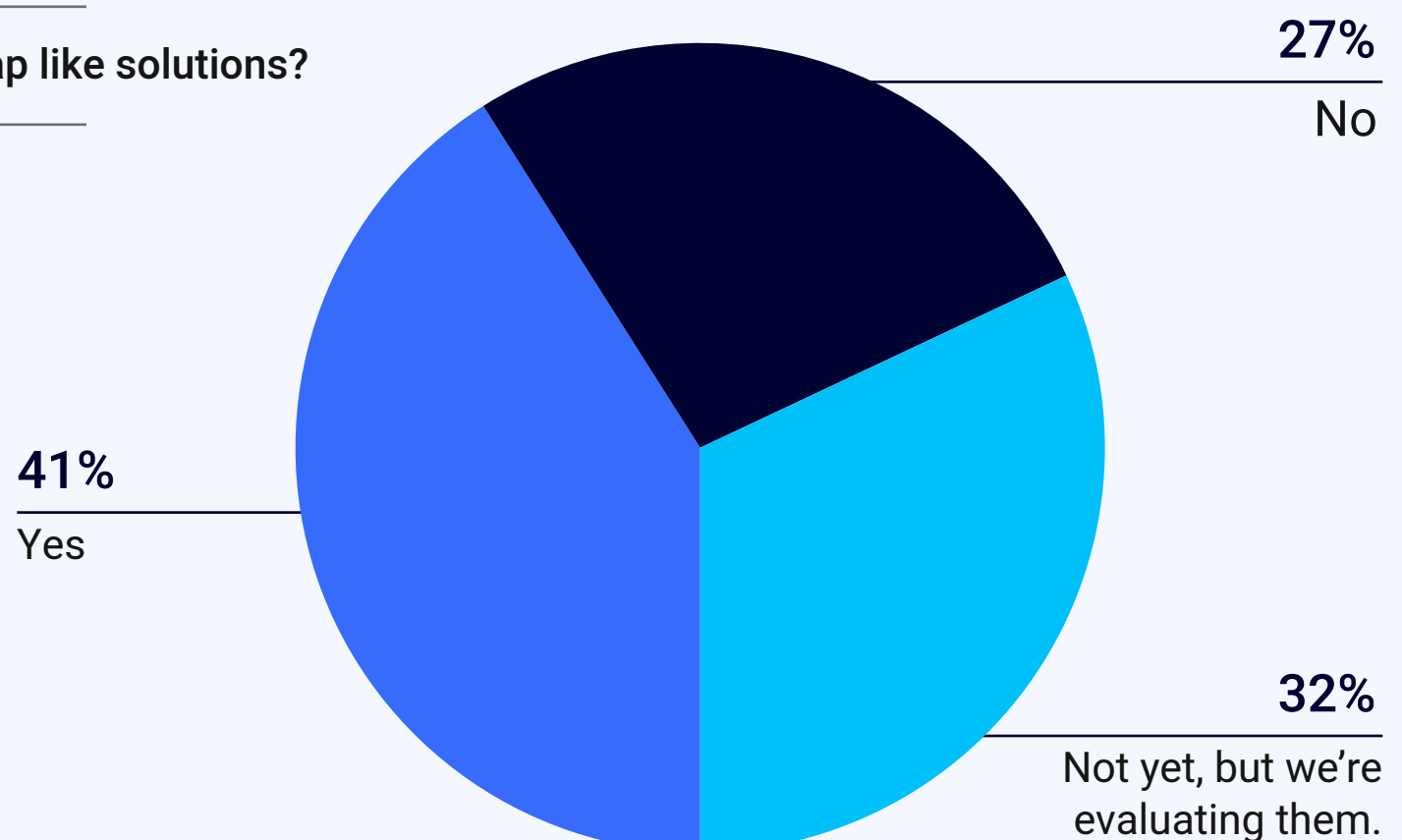
More than three quarters (83%) of respondents are using or evaluating DPaaS solutions.

Do you use data protection-as-a-service (DPaaS) solutions?

59%
Not currently, but we're evaluating DPaaS solutions

24%
Yes

17%
No, and we don't have plans to

None of the respondents currently using a DPaaS solution indicated that they were not satisfied with their data protection strategy.

Of those who are evaluating DPaaS solutions, 92% say it is because they are looking for access to new innovations or next-generation technologies and greater flexibility over existing solutions.

68%
Access to new innovations/next-gen technologies

Why are you evaluating DPaaS solutions?

**24%**
Greater flexibility

8%
Better pricing models
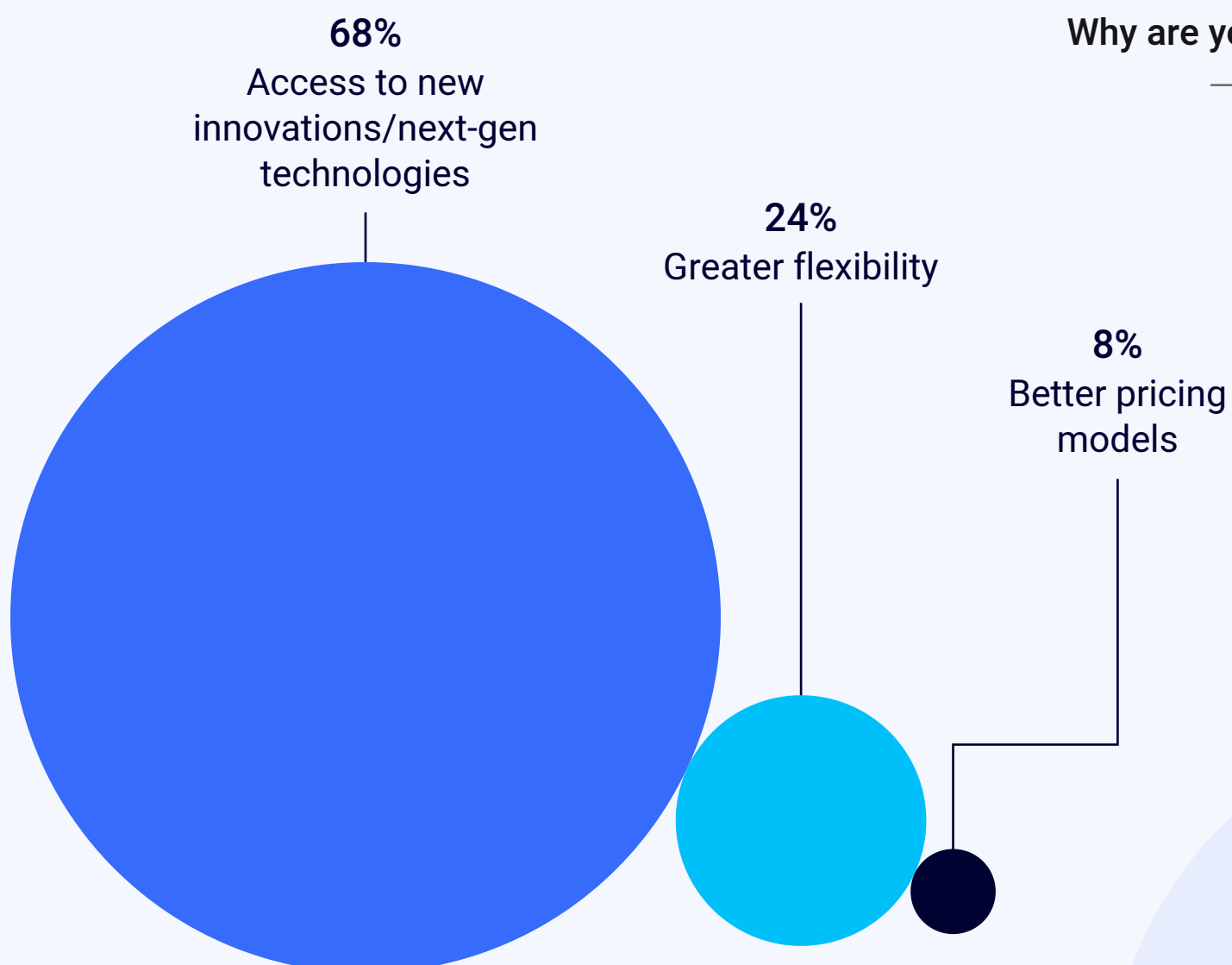
Most are evaluating technologies that prevent data extortion and help with regulatory requirements

52% of executives are evaluating technologies that specifically prevent data extortion.

Are you evaluating any technologies that specifically prevent data extortion, i.e. ransomware?

52%
Yes
33%
No
15%
Unsure

> "[There will be an] additional focus on protecting data from ransomware attacks [in the coming years]."
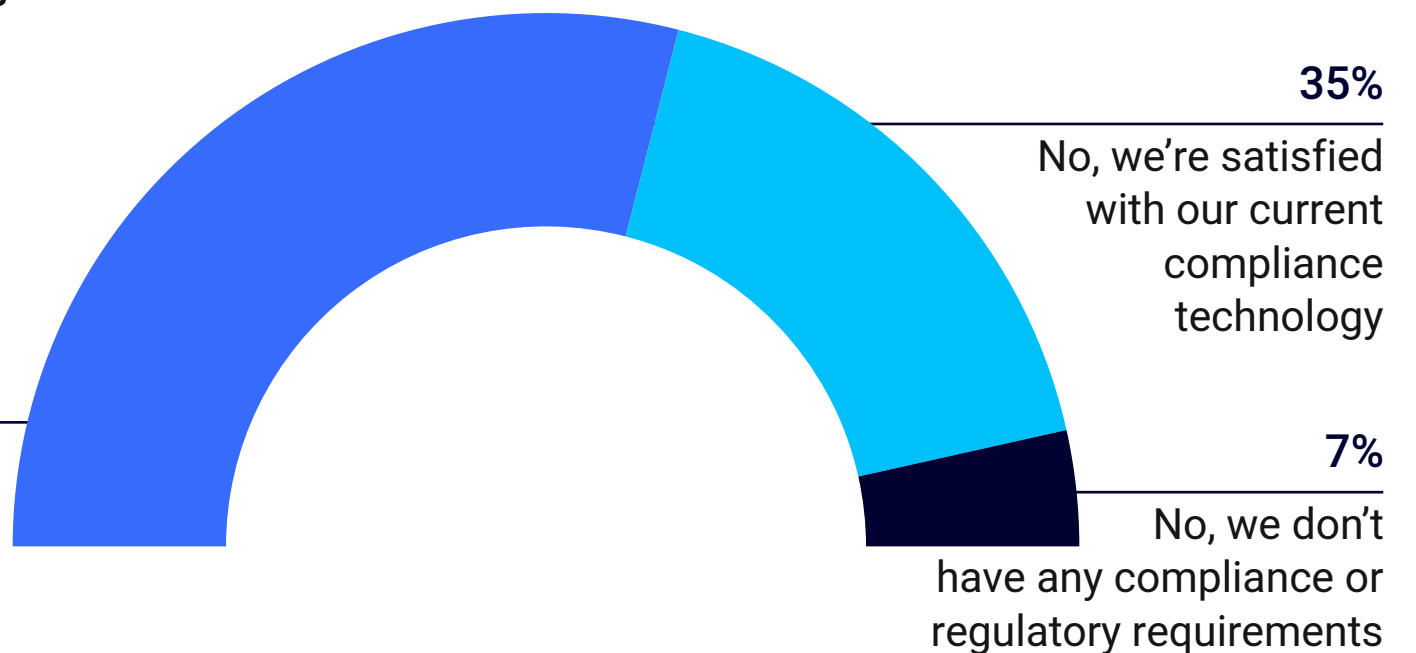>
> - Director of IT,
> consumer goods, 1,001 - 5,000 employees
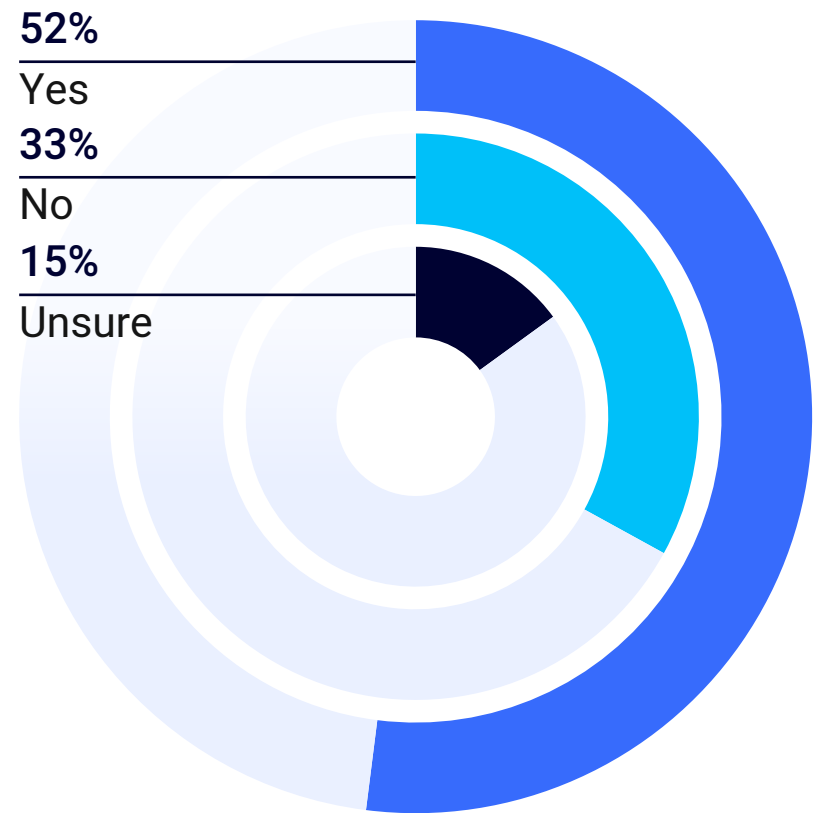
58% of respondents are evaluating new technologies to help with compliance or meeting regulatory requirements related to data security.

Are you evaluating new technologies to help with compliance or meeting regulatory requirements related to data security?

58%
Yes, it is a priority for us

35%
No, we're satisfied with our current compliance technology

7%
No, we don't have any compliance or regulatory requirements

> "Data will continue to require various levels of security [...] will be more and more limited to human touch and require multiple levels of security checks before accessing data."
>
> - VP of IT, software, 10,001+ employees

Meet the future head-on with Calamu

Calamu is a DPaaS solution that provides extreme resilience and security for sensitive data. The patented processing engine creates a level of protection similar to an air-gapped solution, yet data remains immediately accessible to authorized applications and users.
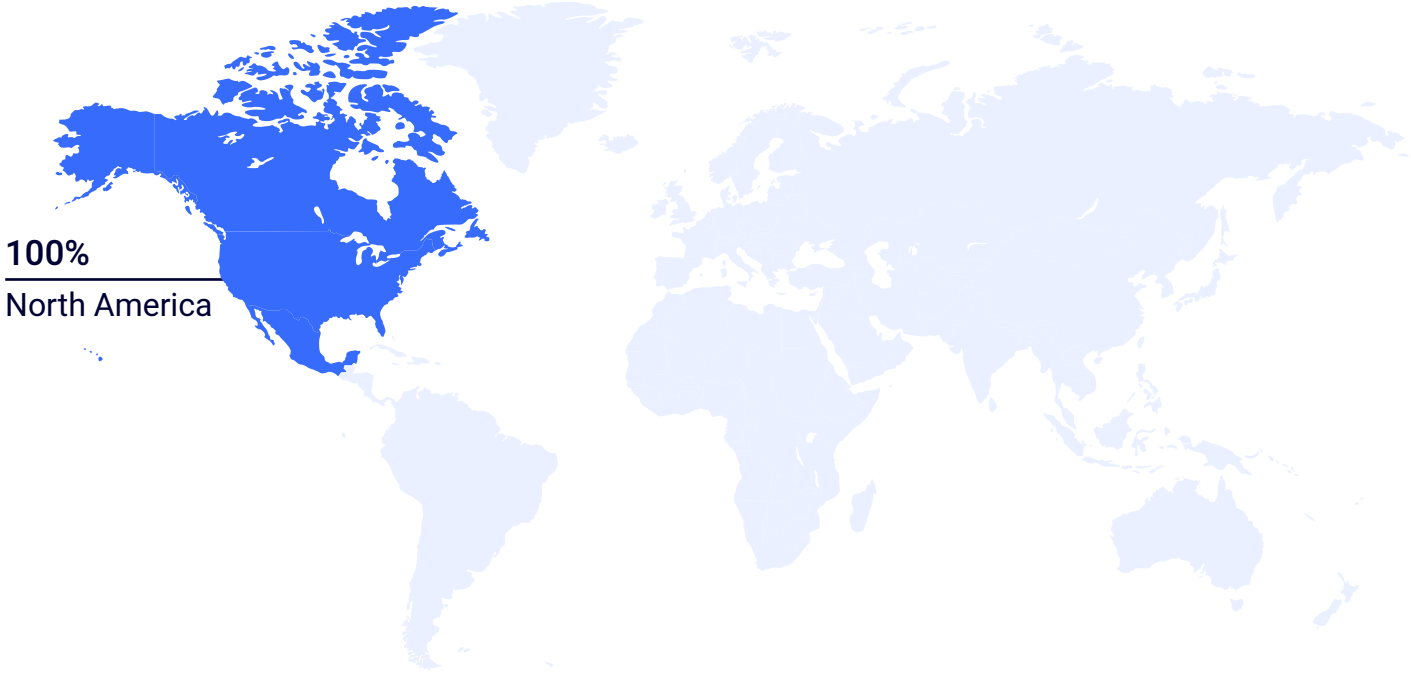
- Add air-gap like protection to any environment including hybrid and multi-cloud, yet data always remains accessible

- Protect data against ransomware and extortion attacks

- Reduce RPO and RTO to zero

- Store data jurisdiction-independently for regulatory compliance
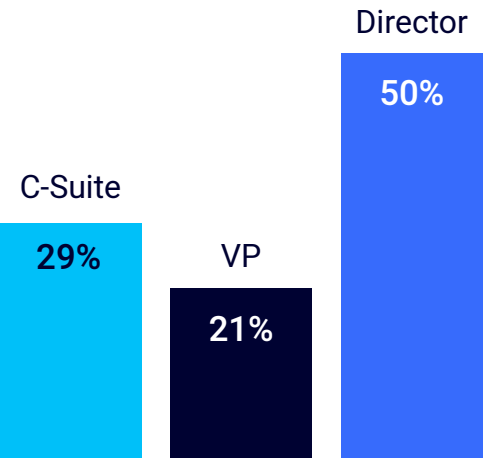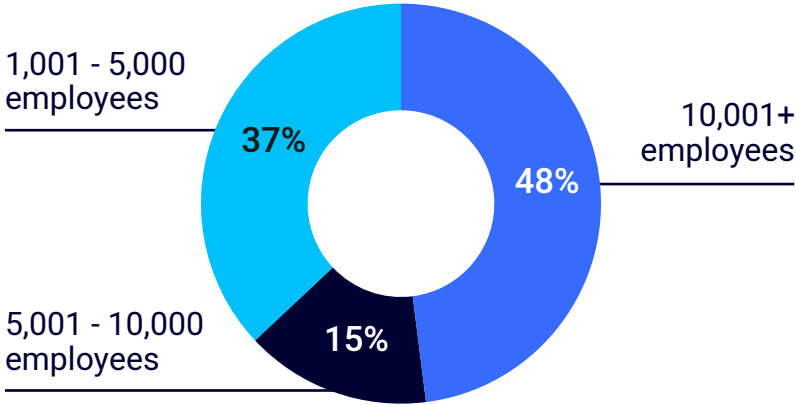
Learn more and request a live demo: https://www.calamu.com/calamu-protect/

Respondent Breakdown

Region

100%
North America

Title

Director
50%

C-Suite
29%

VP
21%

Company Size

1,001 - 5,000 employees
37%

5,001 - 10,000 employees
15%

10,001+ employees
48%

Data collection: October 2 - October 27, 2021