

MAJORITY OF ORGANIZATIONS REPORT THAT DATABASE AND VIRTUALIZATION ADMINISTRATORS are involved with the data protection operations for their respective platforms



76%,

IT Operations



69%,

Backup Administrator



68%,

Database Administrator



66%,

Storage/File Administrator



55%,

Virtualization Administrator



ESG Insight

The days of the autocratic backup administrator are dwindling. Indeed, a majority of organizations surveyed by ESG revealed that not only are IT operations groups increasing their data protection profile, but core platform owners—namely database and virtual server administrators—are involved in the daily processes to keep their respective workloads up and running. With that in mind, data protection vendors would be well-suited to augment their general backup and availability value proposition with more pointed messaging around how their solutions protect specific platforms, especially database and virtual servers.

Original survey question:

Which organizational roles (specific groups or unique individuals) are involved with any aspect of your organization's various data protection processes and operations on a day-to-day basis?

Survey respondents:

272 IT professionals responsible for and/or familiar with their organization's data protection infrastructure, processes, and strategy

Source: ESG Research Report, *Data Protection Personas and Methods*, February 2015.