

Research Report

***Abstract:***

## **Data Protection Cloud Strategies**

Considerations for Organizations Seeking to Utilize Cloud Services as Part of Their Data Protection Strategy

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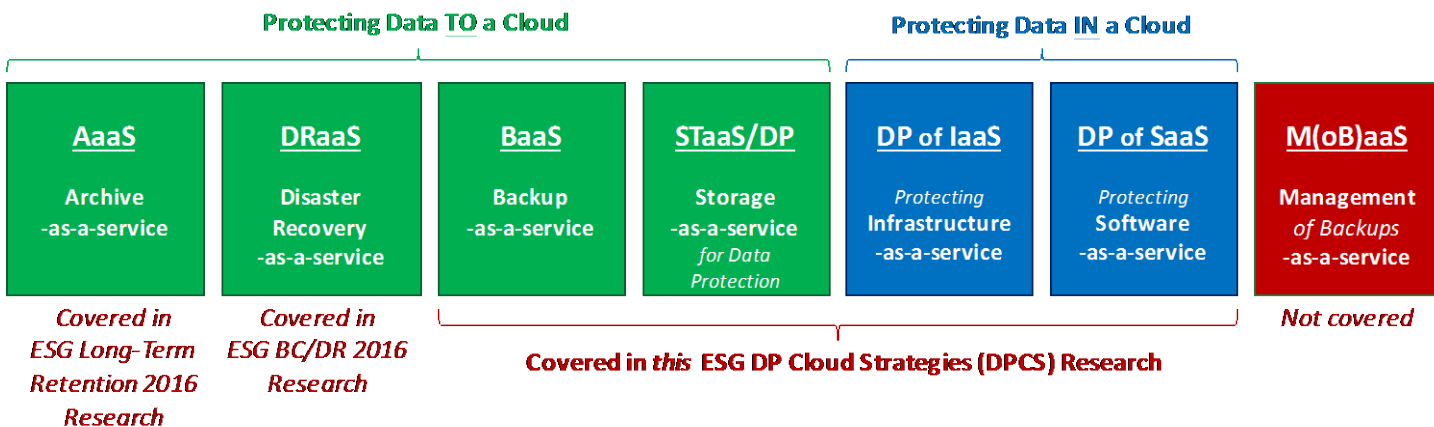
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## Introduction

### Research Objectives

It is nearly impossible to have a serious IT transformation discussion today without considering “the cloud.” However, it can be a struggle to determine the best way(s) to leverage the cloud(s) for primary and secondary data protection. In fact, there appears to be at least seven convergence points relating to how clouds can benefit data protection (see Figure 1).

**Figure 1. The Seven Convergence Points of ‘Data Protection’ and ‘Cloud Services’**



Source: Enterprise Strategy Group, 2016

Archiving<sup>1</sup> and disaster recovery-as-a-service (DRaaS)<sup>2</sup> are predominantly covered in other ESG research reports, while outsourced management as-a-service (MoBaaS) was determined to be out of the scope of this research effort. Each of the remaining four scenarios connect with protecting data *to* a cloud or protecting data *in* and *from* a cloud. This report focuses on those approaches. They are:

- Backup-as-a-service (BaaS)
- Storage-as-a-service used for data protection (STaaS/DP)
- Protection of infrastructure-as-a-service (IaaS)
- Protection of software-as-a-service (SaaS)

In conducting this research, ESG hoped to answer questions in two main focus areas:

1. When should an organization discard its on-premises backup solution and move to BaaS? Both BaaS and STaaS/DP will get the data to the cloud, and both can also leverage onsite infrastructure. Which way makes the most sense for any given organization?
2. If data now lives in the cloud, how do organizations protect it? They have choices: Run their infrastructure “old-school style” but on someone else’s metal (i.e., take the IaaS-hosted VM approach), or completely embrace the cloud and go with SaaS. When it comes to protecting IaaS data versus protecting SaaS data, that data is now in the cloud in both cases. How should that data be protected?

<sup>1</sup> Source: ESG Research Report, *Long-term Retention Strategies*, to be published.

<sup>2</sup> Source: ESG Research Report, *The Evolving Business Continuity and Disaster Recovery Landscape*, February 2016.



## Research Methodology

To gather data for this report, ESG conducted a comprehensive online survey of IT professionals familiar with and/or responsible for data protection technology decisions for their organization, specifically around those data protection and production technologies that may leverage cloud services as part of the solution, in North America (United States and Canada) between April 26, 2016 and May 10, 2016. All respondents were provided an incentive to complete the survey in the form of cash awards and/or cash equivalents.

After filtering out unqualified respondents, removing duplicate responses, and screening the remaining completed responses (on a number of criteria) for data integrity, we were left with a final total sample of 370 IT professionals.

Please see the *Respondent Demographics* section of this report for more information on these respondents.

Note: Totals in figures and tables throughout this report may not add up to 100% due to rounding.

## Respondent Demographics

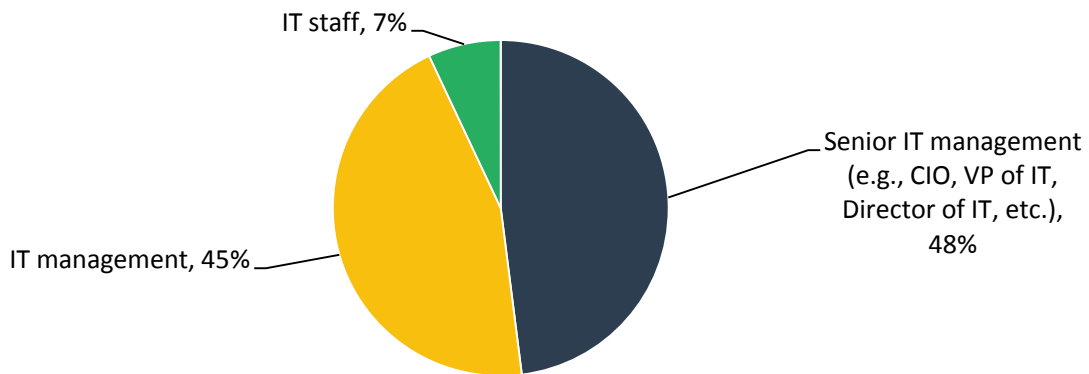
The data presented in this report is based on a survey of 370 qualified respondents. Figures 31-36 detail the demographics of the respondent base at both an individual and organizational level.

### Respondents by Current Responsibility

Respondents' current responsibility is shown in Figure 1.

**Figure 1. Respondents by Current Responsibility**

**Which of the following best describes your current responsibility within your organization? (Percent of respondents, N=370)**



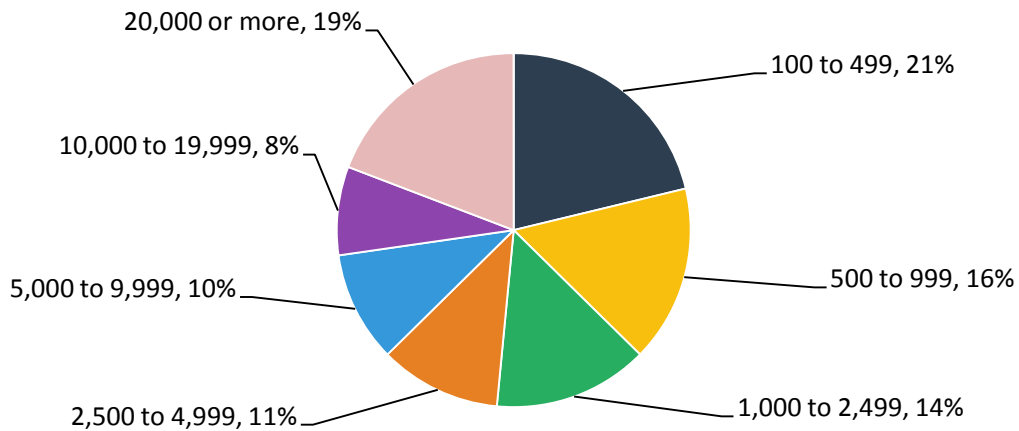
Source: Enterprise Strategy Group, 2016

### Respondent Organizations by Total Number of Employees

The number of employees in respondents' organizations is shown in Figure 2.

**Figure 2. Respondents by Number of Employees**

**How many total employees does your organization have worldwide? (Percent of respondents, N=370)**

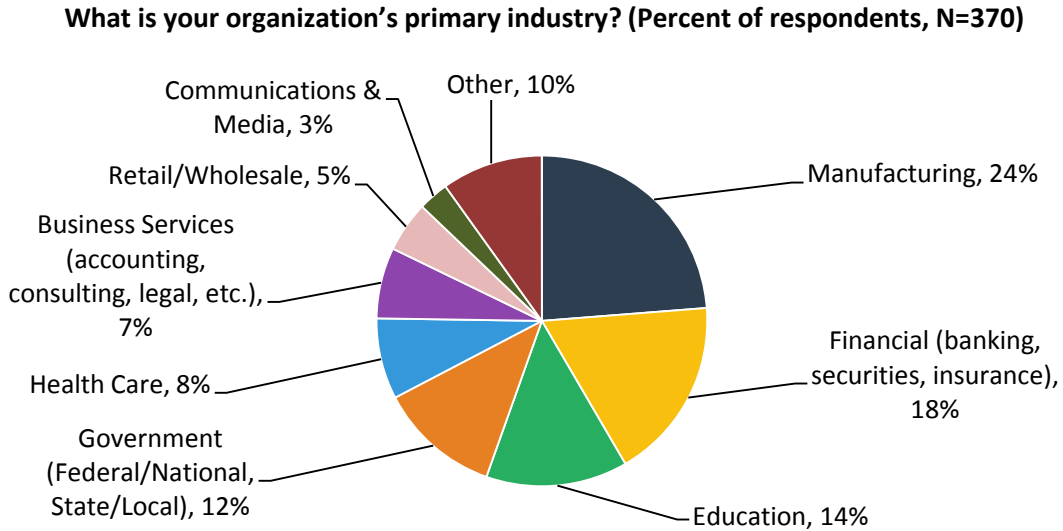


Source: Enterprise Strategy Group, 2016

### Respondent Organizations by Industry

Respondents were asked to identify their organization’s primary industry. In total, ESG received completed, qualified respondents from individuals in 19 distinct vertical industries, plus an “Other” category. Respondents were then grouped into the broader categories shown in Figure 3.

**Figure 3. Respondents by Industry**

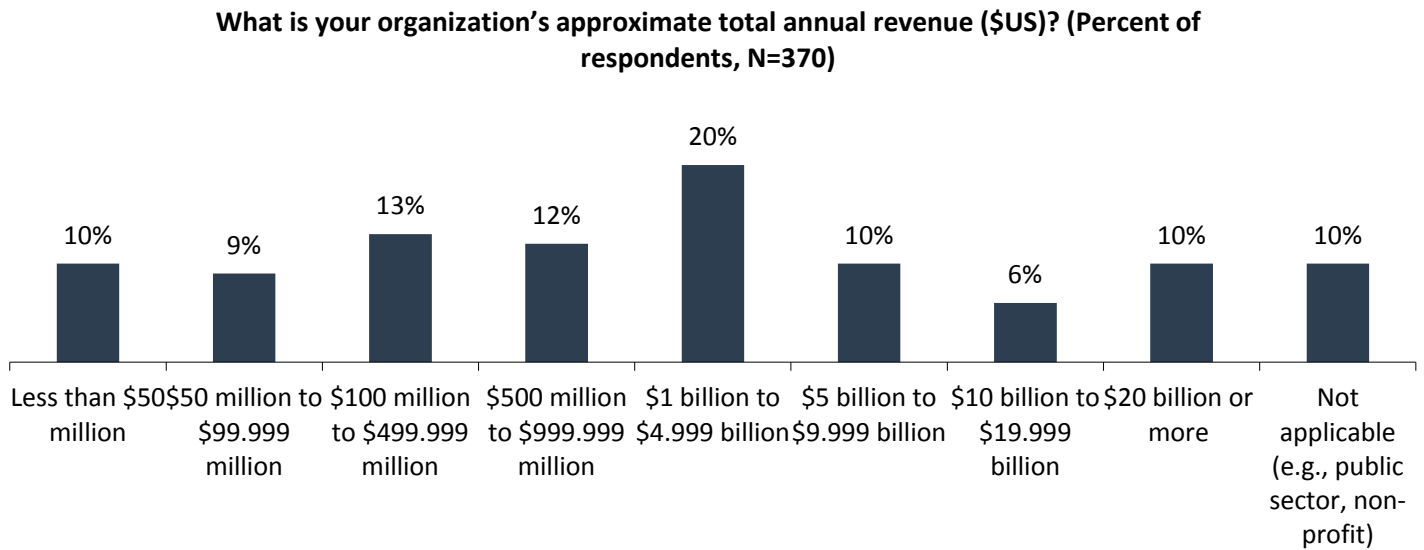


Source: Enterprise Strategy Group, 2016

### Respondent Organizations by Annual Revenue

Respondent organizations’ annual revenue is shown in Figure 4.

**Figure 4. Respondents by Annual Revenue**

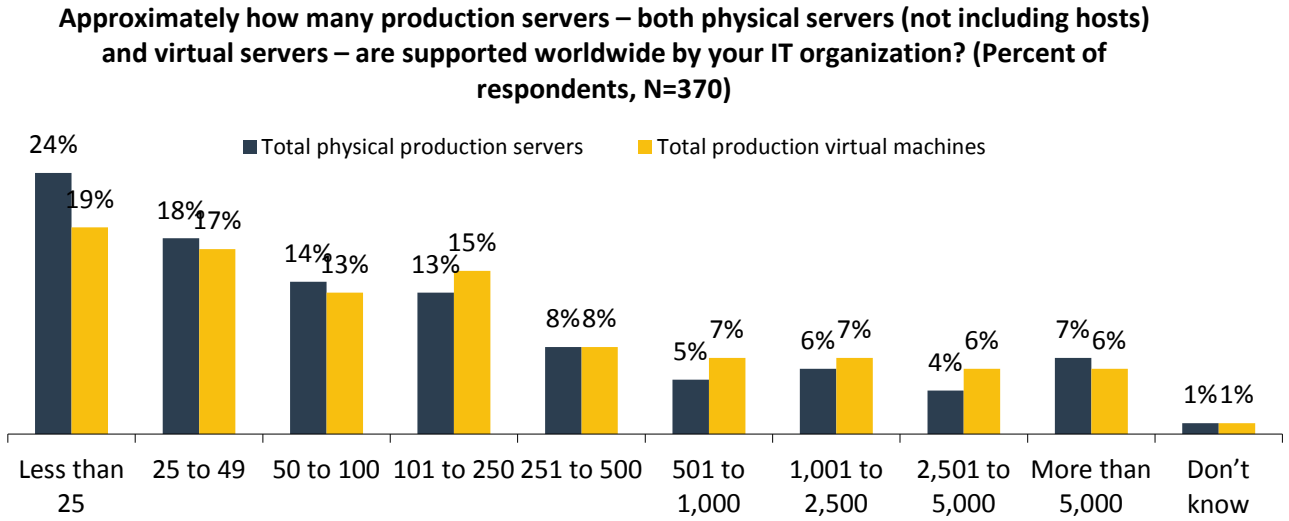


Source: Enterprise Strategy Group, 2016

## Respondent Organizations' Production Server Infrastructure

The total number of production physical and virtual servers supported by the IT organization is shown in Figure 5.

**Figure 5. Respondents by Number of Production Servers**

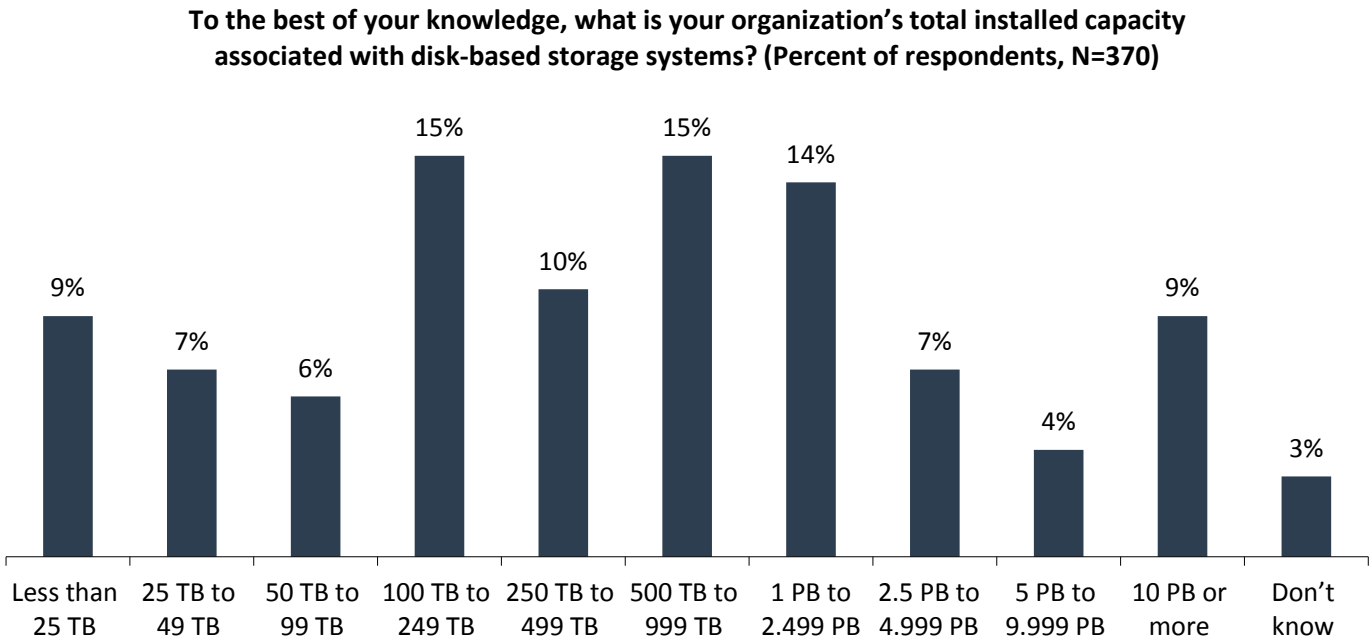


Source: Enterprise Strategy Group, 2016

## Respondent Organizations' Total Amount of Disk-based Storage Capacity

Respondent organizations' total amount of disk-based storage capacity is shown in Figure 6.

**Figure 6. Respondents by Total Disk-based Installed Capacity**



Source: Enterprise Strategy Group, 2016

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