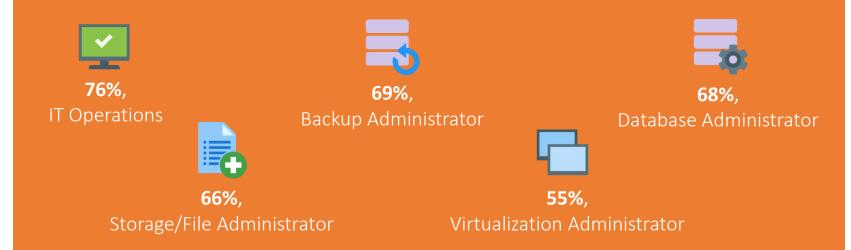


MAJORITY OF ORGANIZATIONS REPORT THAT DATABASE AND VIRTUALIZATION ADMINISTRATORS are involved with the data protection operations for their respective platforms



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.



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 administratorsare 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.