Organizations are backing up loads of data...

Data Growth Rates
- 77% of enterprises indicate that their data is growing at a rate of 5%-10% annually.
- 30% have 5-10% growth rates
- 21% have 11-15% growth rates
- 17% have 16-20% growth rates
- 9% have 21-25% growth rates

...Just how much data is being backed up?
- 52% of organizations are backing up more than 50TB of data.
- DON'T KNOW: 34%
- BACK UP: 1-10TB: 32%
- BACK UP: 11-100TB: 22%
- BACK UP: 100TB+: 8%

...And what percentage of data is being recovered?
- Surprisingly, most organizations do not need to recover 100% of their data, allowing data protection to return 84% of the data needed.
- 11% of respondents lost less than 11% of 64% recover less than 24% of their backed up data annually, so they are not doing 100% of their data.
- 26% of respondents lost less than 11% of their data, 21% lost 16-20% of their data, 16% lost 11-15% of their data, and 10% lost 1-5% of their data.
- 52% of the respondents felt that a backup and recovery software that could perform data recovery in less than 24 hours was worth the investment.

...How much are enterprises spending on backup and recovery each year?
- The simple answer is: significant.
- 9% spent between $1-5 Million
- 16% spent between $6-10 Million
- 21% spent between $11-15 Million
- 11% spent less than $1 Million
- 16% spent between $16-50 Million
- 6% spent over $50 Million

Critical final question: to drill or not to drill?
- 90% of the companies conducted between 1-3 recovery drills annually
- Companies that drill between 1-3 recovery drills recovered more than twice the amount of their data, more than 64%
- Companies that did not drill recovered only 24% of their data
- Recovery drills can prove to be an organization that they will be able to recover their data when they need it the most

It's ALL about Recovery

This research was conducted by Enterprise Strategy Group in February 2019. Data were collected from 459 financial buyers such as CIOs, VPs of IT, Directors of IT and technical buyers such as Storage Admins, Systems Admins, and Applications Admins from a wide range of industry verticals.