



The data era is changing how organizations think about, monetize and protect data

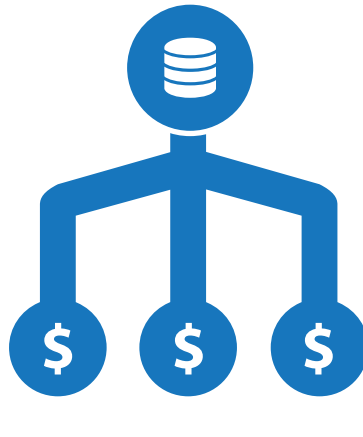
The volume of data being managed is growing at a phenomenal rate

In 2016: **1.45PB**  In 2018: **9.70PB**

### DATA IS NOW AN ASSET FOR MOST COMPANIES



**92%** see the potential value that data holds




**36%** see data as extremely valuable (i.e. data = capital) and are currently monetizing it

### AND PROTECTING DATA IS NOW MORE IMPORTANT THAN EVER

#### The cost of downtime

**41%** have experienced **unplanned system downtime** in the last twelve months

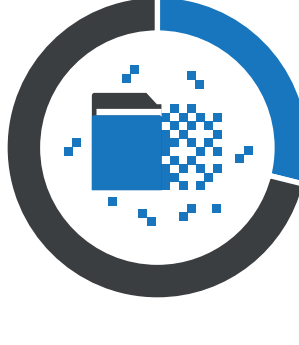
With an average cost (USD) of **\$527,000**



#### The cost of data loss

**28%** have experienced **data loss** in the last twelve months

With an average cost (USD) of **\$996,000**



Data loss costs nearly 2x more than unplanned systems downtime

### DESPITE THIS RISK, ORGANIZATIONS HAVE LIMITED CONFIDENCE IN THEIR DATA PROTECTION SOLUTIONS



**63%** are not very confident they can meet Service Level Objectives to fully recover systems and data

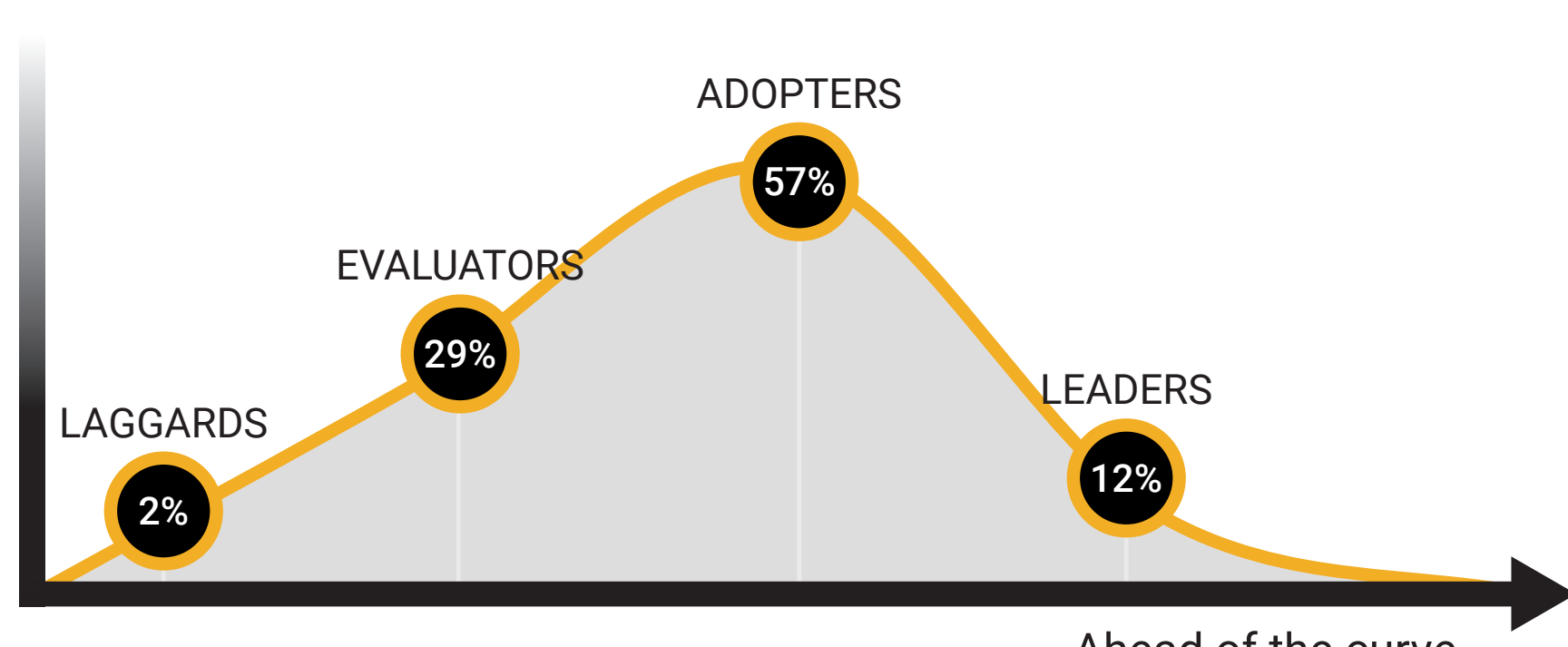
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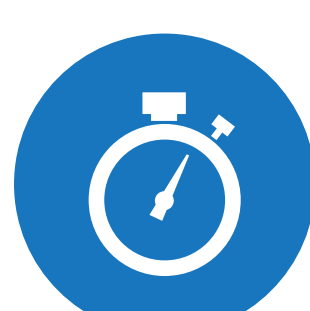
**84%** think their current data protection solution will not enable them to meet all future business challenges

However, some organizations are better equipped than others to extend and protect the value of their data

### GLOBAL DATA PROTECTION INDEX SCORES



Dell EMC's Global Data Protection Index\* ranks countries on the maturity of data protection approaches, awarding organizations in that country more points for:



Shorter recovery times



Confidence in their infrastructure



Modern data protection systems



Higher valuation of data

### ACROSS THE BOARD ORGANIZATIONS VALUE DATA MORE OFTEN THAN NOT

	LAGGARDS	EVALUATORS	ADOPTERS	LEADERS
Data is extremely valuable - we are currently monetizing it	<b>11%</b>	<b>15%</b>	<b>38%</b>	<b>76%</b>
We are investing in data retention and analytics tools	<b>22%</b>	<b>39%</b>	<b>43%</b>	<b>21%</b>
We see the potential value that data has	<b>33%</b>	<b>27%</b>	<b>15%</b>	<b>3%</b>

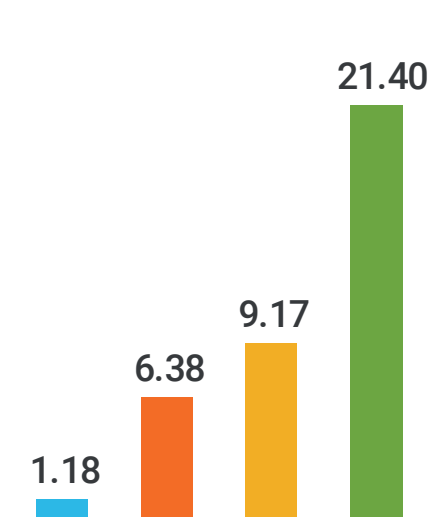
The question 'What value does your organization place on data?' was used as part of the 2018 maturity model calculation. This question contributed 11% weighting to the overall data protection maturity scoring in 2018

Increasingly organizations are finding new ways to gain value from data through various digital transformation efforts. This requires making both technology and business model adjustments to be successful.

### HOW DATA PROTECTION MATURITY IMPACTS ORGANIZATIONS' TREATMENT OF DATA

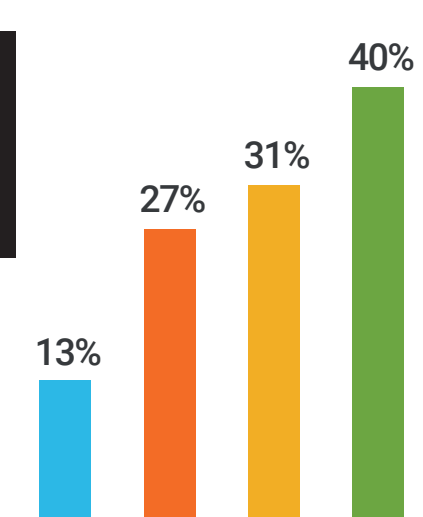
#### Total volume of data managed

Leaders have **18x more data** (in PB) than Laggards, on average

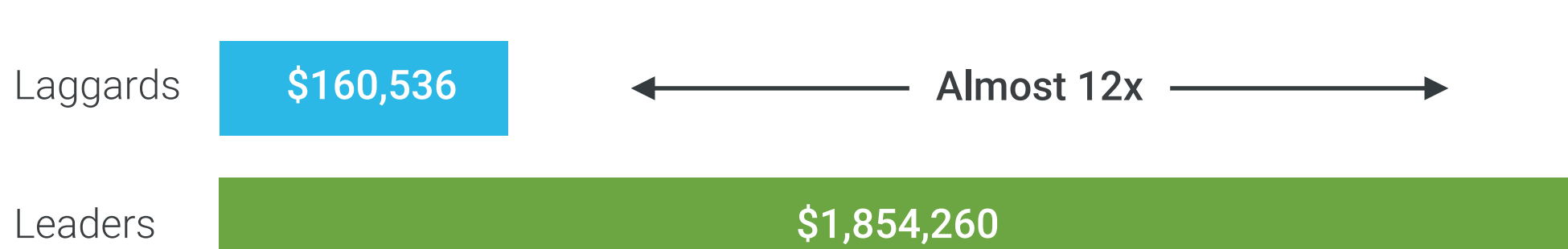


#### Lost revenue to downtime

However, Leaders are more likely to report **lost revenue due to downtime**



The average costs (USD) of data loss underscore why Leaders prioritize data protection



While Leaders are in better shape to avoid incidents, they are also more exposed because their businesses are more reliant on data

#### \*Methodology:

Research carried out by Vanson Bourne between September and November 2018. Respondents were IT decision makers from both private and public organizations with 250+ employees. There were a total of 2,200 respondents from 18 countries – 200 from US, UK, France and Germany. The rest of the countries (Canada, Mexico, Brazil, South Africa, UAE, Italy, Switzerland, Netherlands, Australia, Japan, China, South Korea, India and Singapore) had 100 respondents.

To create the maturity curve, IT decision makers were asked specific questions relating to their backup and recovery confidence, strategy and infrastructure, as well as what value they place on data. Each section was scored, and the highest possible total score was 138. The score out of 138 was used to give an overall maturity rating. These IT decision makers were divided into four even segments from a low to high score; Data Protection Laggards (scoring 0-34), Data Protection Evaluators (scoring 35-69), Data Protection Adopters (scoring 70-104) and Data Protection Leaders (scoring 105-138).

Dell EMC, a part of Dell Technologies, enables organizations to modernize, automate and transform their data center using industry-leading converged infrastructure, servers, storage and data protection technologies. This provides a trusted foundation for businesses to transform IT, through the creation of a hybrid cloud, and transform their business through the creation of cloud-native applications and big data solutions. Dell EMC services customers across 180 countries – including 99 percent of the Fortune 500 – with the industry's most comprehensive and innovative portfolio from edge to core to cloud.