

Data Health Check

Survey Results 2012

Executive Summary

Databarracks' Data Health Check was first held in 2008 to survey data security, backup and disaster recovery practices of UK businesses. The 2012 Data Health Check builds on these themes and has expanded to also include cloud computing and BYOD.

Survey snapshot:

- 42% of businesses have company data on employee owned devices
- Only 31% include smartphones and tablets as part of backup
- Just 28% have a BYOD policy
- Human error is the biggest cause of data loss
- 40% reported restore failures in the past 12 months
- Only 4% using tape only for backup
- Online backup increases to 40%
- 57% of companies say their customers encourage or insist they have a Business Continuity plan (BCP)

Key findings include trends and changes in the backup and disaster recovery landscape for UK businesses since 2008 in addition to new insight into attitudes and adoption levels of cloud computing.

While 42% businesses acknowledge having company data on employees' personal devices, only 31% of businesses include tablets and smartphones as part of a corporate backup. Even fewer businesses actually have a formal BYOD policy in place to manage data held on employee owned devices (28%).

Human error remains the chief cause of data loss, although at 41%, a marked increase from the 27% results of the first Data Health Check in 2008.

Just under half of businesses (47%) are using cloud services of some kind. The biggest concerns about cloud computing are cost (42%) and security (39%) but the chief drivers are improving technology (30%) and resilience (28%).

Notably, over half (52%) of IT decision makers would consider putting all IT systems in the cloud.

Method

In October and November 2012, Databarracks conducted the Data Health Check survey (first taken in 2008) of 500, UK IT decision makers.

Respondent Information

What best describes your business sector?

	Percentage	Total
Banking & Finance	5%	28
Construction & Property	6%	34
Consumer Goods	2%	10
Engineering	7%	39
Health	4%	24
Industrials	3%	15
Leisure	3%	16
Media	0%	4
Natural Resources	0%	2
Retailing	6%	34
Support Services	5%	25
Technology	18%	93
Telecoms	1%	6
Transport	2%	11
Utilities	2%	10
Legal	0%	4
Charity/NPO	2%	12
Education	5%	27
Professional Services	10%	54
Other	10%	52
Total		500

How many employees are in your company?

	Percentage	Total
up to 24	33%	168
25-49	8%	43
50-99	8%	43
100-249	11%	59
250-499	10%	53
500-999	6%	31
1000-4999	9%	48
5000+	11%	55
Total		500

What is your annual turnover?

	Percentage	Total
<£5m	42%	214
£5 - 9.9m	4%	24
£10 - 24.9m	5%	29
£25 - 49.9m	9%	47
£50 - 99.9m	8%	43
£100 - 249.9m	9%	45
£250 - 499.9m	7%	35
£500 - 999.9m	4%	21
>£1000m	8%	42
Total		500

What best describes your position?

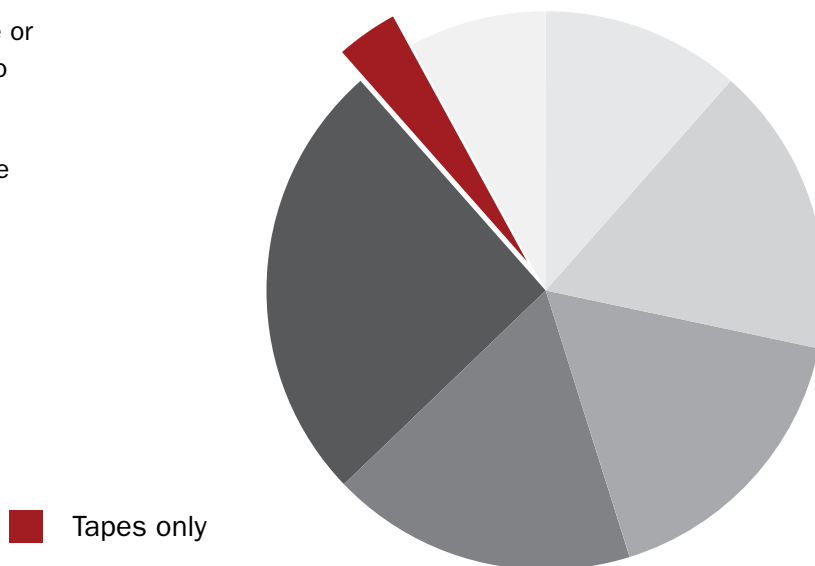
	Percentage	Total
Corporate / board level responsible for IT	13%	68
Director level responsible for ITIS / ITManagement (inc. Network Managers etc)	22%	112
General Management (inc. Product/ Project Mgrs, Sales and Mktg)	25%	127
Technical Specialists	13%	67
Industry Analyst	0%	4
Consultant	10%	50
Other	14%	72
Total		500

Backup Methods

Compared with Data Health Check results from 2008, uptake of online or cloud backup has risen from 23% to 39% in 2012.

In 2012, just 4% of respondents are using tape-only for backups, a drop from 20% in 2008.

What is your current backup method



What is your current backup method?

	Percentage	Total
None	9%	45
Tapes only	4%	22
Combination of disk and tape	29%	148
Disk only	20%	101
Online backup (between sites)	19%	99
Online backup (to a third party backup company)	19%	68
Other	13%	17
Total		500

How are backups taken offsite?

	Percentage	Total
Designated member of staff takes backups offsite	42%	141
Third party collection of backup media	22%	74
Not taken offsite	31%	107
Other	3%	13
Total		335

Backup Challenges

Respondents found backing up laptops (30%) and tablets and smartphones (29%) the most difficult, compared with remote offices (20%) and virtual server environments (18%).

In 2008, 42% of users reported difficulty backing up HP-UX. There has been a decline in the popularity of the operating system and now In 2012 only 5% of respondents reported difficulty backing up HP-UX.

Do you find any of the following applications difficult to back up?

	Percentage	Total
Exchange	32%	158
Groupwise	11%	55
Lotus Domino/Notes	10%	48
Other Email	4%	20
MSSQL	10%	50
MySQL	15%	71
Postgres	12%	58
Oracle	15%	72
DB2	7%	33
Informix	2%	7
Other database	3%	14
SAP	14%	70
AS/400 / IBM System	10%	49
AIX	10%	48
HP-UX	5%	22
Linux	11%	55
Other Misc	2%	10
None	50%	250
Total		430

Which of the following areas of backup do you find challenging?

	Percentage	Total
Laptops	30%	152
Tablets or Smartphones	30%	148
Remote offices	20%	100
Virtual Servers	18%	91
SAN Snapshots	8%	42
None	38%	192
Other	2%	8
Total		733

*Respondents were able to select multiple answers

What are the causes of these difficulties?

	Percentage	Total
Incompatibility with current backup system	15%	74
Problems with the application/device to be backed up	14%	69
Lack of human resources available	11%	56
Lack of storage capacity	8%	39
Insufficient backup window	4%	19
Other	1%	7
Total		264

*Question only asked to respondents who had backup challenges

How confident are you in the effectiveness of your current backup solution?

	Percentage	Total
Very Confident	38%	190
Fairly Confident	52%	260
Not Confident	8%	40
Total		490

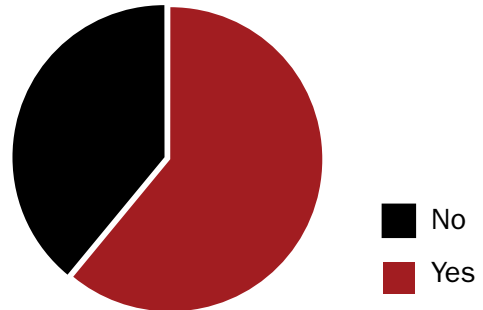
How much data do you protect?

	Percentage	Total
Less than 100GB	25%	125
Between 100GB and 1TB	23%	116
Between 1TB and 10TB	25%	128
Between 10TB and 100TB	12%	62
100TB – 500TB	6%	30
500TB+	7%	39
Total		500

Backup Encryption

Since the first Data Health Check backup encryption has improved with 61% of companies now encrypting backups compared with 53% in 2008.

Are your backups encrypted?



Are your backups encrypted?		
	Percentage	Total
Yes	61%	305
No	39%	195
Total		500

Backup Failures

Alarming, 45% of respondents reported restore failures in the last 12 months including 5% admitting more than half of restores had failed, revealing the methods and services to provide backup are often inadequate.

How many restores have failed within the last 12 months?		
	Percentage	Total
None	41%	208
Less than 10%	26%	133
More than 10% but less than half	14%	72
More than half	5%	29
Not prepared to say	4%	20
I don't know	7%	38
Total		500

Do you use replication for any or all of your systems?		
	Percentage	Total
Yes – All	24%	120
Yes - Some	14%	209
No	34%	171
Total		500

Data Loss Causes

Human error remains the chief cause of data loss (41%), a marked increase from 27% since the first Data Health Check in 2008.

Two-thirds of respondents reported data loss from hardware and software failure (67%) compared to only 44% in 2008.

Despite frequently making the headlines, theft and external security breaches, such as hacking, were less likely to cause data loss. However, the impact they had was greater. Whereas theft produced just 3% of total data losses, 7% of respondents said it had the most impact.

What were the causes of any data losses over the last 12 months?

	Percentage	Total
Hardware failure	34%	173
Software failure	33%	165
Corruption	21%	106
Theft	5%	26
Human error / accident	41%	208
Internal security breach (member of staff)	7%	39
External security breach (Hacker / Virus)	4%	22
Natural disaster	3%	13
Total		752

Of the following, which had the most impact on your business?

	Percentage	Total
Hardware failure	31%	155
Software failure	33%	168
Corruption	17%	86
Theft	10%	50
Human error / accident	32%	161
Internal security breach (member of staff)	7%	35
External security breach (Hacker / Virus)	6%	32
Natural disaster	3%	19
Total		706

*Respondents were able to select multiple answers

BYOD and Data Protection

Although 42% of respondents acknowledge having company data on employees' personal devices, only 31% of companies include smartphones and tablets as part of corporate backup.

A further 10% of respondents did not know whether or not staff used personal devices to hold company data.

Guidelines for BYOD were also found to be lacking, with only 28% of firms having a formal BYOD policy in place.

Do users in your organisation ever have company data (including email) on devices such as tablets, smartphones, laptops that are not provided by the company

	Percentage	Total
Yes	42%	210
No	47%	236
Don't Know	10%	54
Total		500

Do you currently backup smartphones and tablets as part of corporate backup?

	Percentage	Total
Yes	31%	157
No	61%	309
Don't Know	6%	34
Total		500

Does your company have a formal BYOD (bring your own device) policy?

	Percentage	Total
Yes	28%	142
No	64%	320
Don't Know	7%	38
Total		500

Are you aware of your legal requirements for data retention?

	Percentage	Total
Yes, I am fully compliant	54%	274
Yes, but we may not be fully compliant	25%	125
No	20%	101
Total		500

Do you have a data retention policy?

	Percentage	Total
Yes, I keep all data forever	17%	85
Yes, I keep data for specific period specified externally	44%	220
Yes, We have an internally set policy	16%	80
No	13%	65
I don't know	8%	40
Total		490

How much additional data do you anticipate storing next year?

	Percentage	Total
Less than 10%	27%	69
Between 10% and 25%	20%	53
Between 25% and 50%	26%	66
Between 50% and 100%	12%	32
More than 100%	2%	6
We intend to reduce our data storage next year	10%	27
Total		253

Do you use virtual server environments?

	Percentage	Total
Yes	45%	229
No	54%	271
Total		500

Business Continuity and Disaster Recovery

Awareness of the importance of business continuity and disaster recovery plans has increased with more than half (57%) of companies reporting their customers encourage or insist they have a Business Continuity Plan compared with 43% in 2008. There is however, virtually no improvement from UK firms in this regard, with only 42% having a BCP in 2012 compared to 41% in 2008.

Do you have a Business Continuity Plan (i.e. which covers data recovery, communications and staff relocation)?

	Percentage	Total
Yes	42%	211
No but I am planning to	23%	119
No and I am not planning to	20%	102
I don't know	13%	68
Total		500

What requirements do your customers have for a Disaster Recovery/Business Continuity Plan?

	Percentage	Total
Insist that your business has a Disaster Recovery plan	26%	132
Encourage your business to have a Disaster Recovery plan	31%	156
Do not ask about a Disaster Recovery plan	42%	212
Total		500

In a Disaster Recovery Scenario,rank the importance of the following to your business

	Percentage	Total
Email	19%	95
File Data	20%	100
Telephone system	14%	70
Client facing systems (CRM,etc)	15%	75
Back office systems (Accounts, HR)	16%	80
Website	13%	65
Total		485

Did you review your Disaster Recovery, Business Continuity or remote working policies in response to the London 2012 Olympics?

Yes	31%	157
No	68%	343
Total		500

Cloud Migration

48% of those who moved to the cloud managed that migration themselves vs 41% of cases where the cloud service provider managed the migration. In only 10% of cases was a third party systems integrator used.

Which of the following cloud services have you already adopted?

	Percentage	Total
Software as a Service (SaaS)	23%	117
Infrastructure as a Service (IaaS)	23%	118
Platform as a Service (PaaS)	10%	52
Disaster Recovery (DRaaS) or Backup as a Service (BaaS)	8%	44
None	53%	269
Total		600

*Respondents were able to select multiple answers

When you moved to “the cloud” who managed the migration

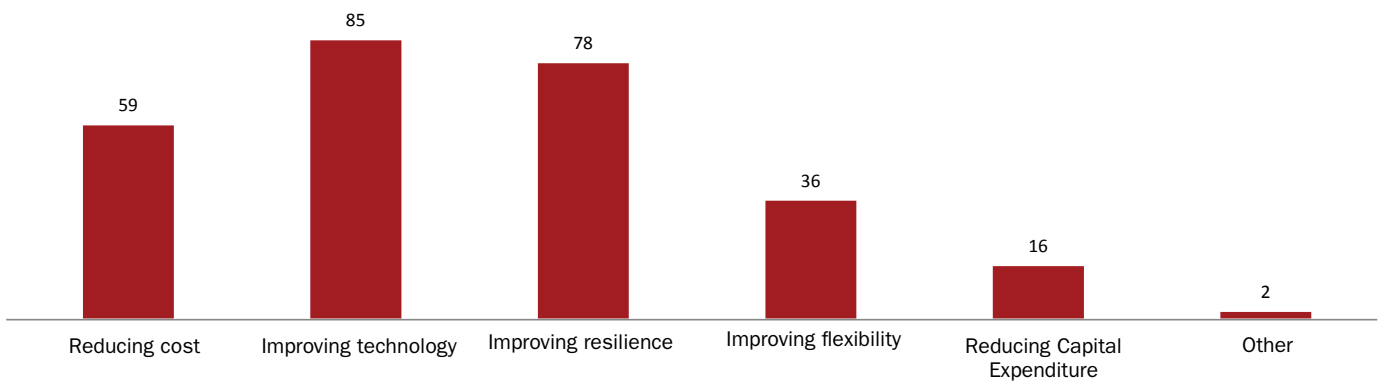
	Percentage	Total
We managed it in-house	48%	117
The cloud service provider	41%	101
A third party systems integrator	10%	25
Total		243

*Question only asked to respondents who have adopted cloud services

Which of the following cloud services do you expect to adopt in the next 12 months?

	Percentage	Total
Software as a Service (SaaS)	10%	53
Infrastructure as a Service (IaaS)	10%	54
Platform as a Service (PaaS)	7%	35
Disaster Recovery (DRaaS) or Backup as a Service (SaaS)	4%	23
None	26%	133
Total		298

What is the most important factor in your decision to adopt cloud services?



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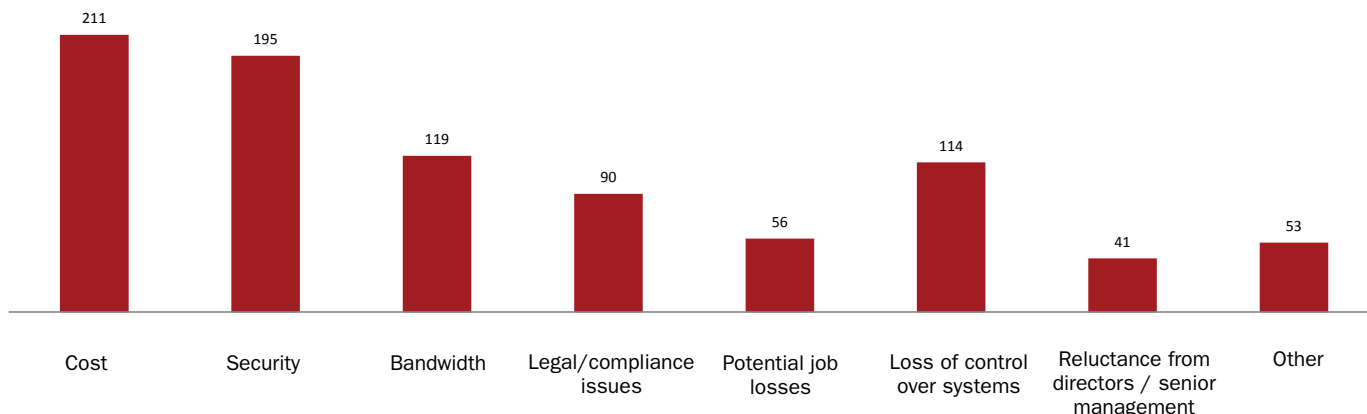
	Percentage	Total
Reducing cost	21%	59
Improving technology	30%	85
Improving resilience	28%	78
Improving flexibility	13%	36
Reducing Capital Expenditure	5%	16
Other	0%	2
Total		276

*Question only asked to respondents who have adopted or intend to adopt cloud services

Which of these factors do you consider important for choosing a cloud service provider?

	Percentage	Total
Security	29%	147
Reputation	17%	85
Size of company	16%	82
Functionality of service	22%	110
Location of hosting	13%	67
The cloud hypervisor software	11%	58
The hardware	11%	59
The standard of data centres	9%	47
The location of the cloud service provider HQ	5%	25
The standard of SLA (service level agreement)	7%	39
Total		480

What are your biggest concerns about adopting cloud services?



What are your biggest concerns about adopting cloud services?

	Percentage	Total
Cost	42%	211
Security	39%	195
Bandwidth	23%	119
Legal/compliance issues	18%	90
Potential job losses	11%	56
Loss of control over systems	22%	114
Reluctance from directors / senior management	8%	41
Other	10%	
Total		485

Have there been any job losses at your company due to the use of cloud computing?

	Percentage	Total
Yes	13%	65
No	73%	368
Don't Know	13%	67
Total		500



Cloud Computing Purchasing Decisions

Although cloud computing purchasing is making changes to who procures IT services, IT staff were responsible for over half of cloud computing purchasing decisions.

- CIO
- IT Director
- IT Manager

Who makes the purchasing decisions for cloud computing at your company?

	Percentage	Total
IT manager	20%	100
IT director	19%	95
CIO	9%	45
Finance Director	9%	45
CEO	12%	60
CFO	3%	15
Individual department heads (HR Manager, Marketing Manager)	3%	15
Board	7%	35
Any and all of the above	6%	30
Other	6%	30
Total		470

Moving to the Cloud

Which of the following do you think is most suited to moving to the cloud?

	Percentage	Total
Email	20%	115
Backup	21%	140
DR	4%	29
Archiving	15%	88
CRM	7%	41
Accounting and Finance Systems	8%	54
Testing and development	7%	35
Web hosting	12%	60
High Performance Computing (HPC)	6%	31
ERP	3%	19
Telephony	5%	28
Network monitoring	6%	31
HR	3%	15
Manufacturing Systems	3%	19
CAD/Design	2%	11
Payment and Billing Systems	4%	24
Total		740

Respondents were able to select multiple answers

Would you consider moving all IT to the cloud (completely)?

	Percentage	Total
Yes, we are considering moving now	52%	262
No, but we may in the future	47%	238
No, we would never move completely to the cloud		
Total		500

Do stories in the news about 'cloud outages' make you less likely to use the cloud?

	Percentage	Total
Yes	36%	180
No	28%	141
Makes no impact on decision	35%	179
Total		500

Email Archiving and Cloud Hosted Email

How do you archive emails?

	Percentage	Total
Don't archive	12%	63
Delete older emails	35%	176
Archive to PST files locally	28%	141
Cloud archive	5%	27
Onsite email archive product	17%	88
	Total	495

Are you considering hosted email services?

	Percentage	Total
Yes	33%	168
No	66%	332
	Total	500