

FOR IMMEDIATE RELEASE: November 08, 2012

Media Contacts

Deanne Hollis
Paragon Software Group
P: +1 951 934 3919
E: [Deanne Hollis](mailto:Deanne.Hollis)

Paragon Software HQ
Heinrich-von-Stephan-Str. 5c
79100 Freiburg/Germany
technology@paragon-software.com
P: + 49 761 59018 202

Paragon Software Americas HQ
15615 Alton Parkway, Suite 400
Irvine, CA 92618
E: pr@paragon-software.com
P: +1 888 347 5462

**Paragon Software Survey Shows Only 30 Percent Usage of Cloud Services in Storage Environment;
Local Server Storage the Most Popular Backup Method**

Healthcare and Aerospace/Aeronautics Markets not Embracing Cloud Storage, While Tape Holds Footprint

Irvine, Calif. — November 08, 2012 — Backup and disaster recovery software developer [Paragon Software Group \(PSG\)](#) conducted a survey among 377 IT professionals from August 29 – September 7, 2012. The results show that of those surveyed, utilizing local server storage was the most popular method (52.6 percent) for securing critical data in the IT environment, followed closely by Network Attached Storage (51.2 percent); with only about a 30 percent adoption rate of cloud services. Tape still maintains a footprint with a use of 38.8 percent. (Note: In some cases, multiple storage methods are employed within the same IT environment thus resulting in a totaling of storage methods greater than 100 percent.)

Paragon’s numbers regarding the use of cloud services align with *InformationWeek’s* annual cloud survey*, which indicates that the adoption rate of Infrastructure as a Service (IaaS), a key element of cloud storage, may have reached its peak and is now trending to slower growth. Further, Paragon Software’s survey results show that, of those surveyed, cloud services were not implemented in several industries including healthcare and aerospace/aeronautics. Also of note, the Finance industry’s unique mix of very short system-recovery and long data-retention requirements makes it the market segment with the highest integration of cloud services (36.8 percent) in the storage environment. Finance is also the highest integrator of tape into the storage mix, 68.4 percent of those surveyed. The Logistics (66.7 percent) and Government (56.0 percent) industries were the second and third highest users of tape backup by industry.

Percentage of Local Server, Cloud, and Tape Use in Storage Environment by Industry:

Industry	Server	Tape	Cloud
Aerospace/Aeronautics	66.7%	50.0%	0.0%
Education	50.0%	53.6%	17.9%

Finance	47.4%	68.4%	36.8%
Healthcare	50.0%	50.0%	0.0%
Government	60.0%	56.0%	16.0%
Insurance	50.0%	50.0%	25.0%
Logistics	66.7%	66.7%	33.3%
Manufacturing	41.7%	55.6%	25.0%
Non-Profit	42.9%	42.9%	21.4%
Real Estate	75.0%	50.0%	25.0%
Retail	47.1%	23.5%	35.3%
Telecommunications	33.3%	50.0%	33.3%
Transportation	60.0%	40.0%	10.0%

Paragon Software Group has developed a portfolio of software solutions to meet the needs of today's IT challenges regardless of the storage technology mix. Known for pioneering image-based backup and disaster recovery technology in the early 90s the company offers multiple software solutions that help secure data and minimize system downtime including: [Hard Disk Manager 12](#) and [Drive Backup 11](#). For a free trial download or product information, visit www.Paragon-Downloads.com.

**"Dell, HP Create Clouds for the 'Rest of Us'", InformationWeek, April 23, 2012, by Art Wittmann.*

About Paragon Software Group

Paragon Software Group is an innovative software developer focused on two dynamic growth markets. The company's comprehensive product line for the data storage market addresses the needs of data security, storage and management for PCs, servers and networks. A second portfolio of products focuses on mobile productivity applications for handheld devices. Founded in 1994, Paragon Software has offices in the USA, Germany, Japan, Poland, Russia and China delivering its solutions to consumers, small business and enterprise clients worldwide through a network of Value Added Resellers, distributors and OEMs as well as online through the company website. Paragon Software provides technology to a host of world class companies and partners including Cisco Systems, Dell, HP, Western Digital, ASUS, Seagate, LG Electronics, Logitech, Buffalo, Acer, Iomega, Siemens, Lenovo, Microsoft, Motorola, Nokia, and more. For more information please visit the company website at www.paragon-software.com.

#

Paragon Software is a trademark of Paragon Software Group. All other trademarks are the property of their respective owners.