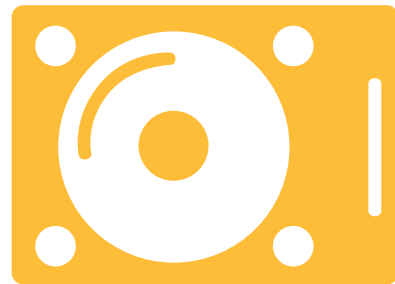


THE MORE THINGS CHANGE THE MORE THEY STAY THE SAME FOR BACKUP!



Latest Macrium survey results take a detailed look into the backup and recovery space.

INTRODUCTION

We know how fast the pace of change can be in the backup space, and after previous surveys we've undertaken we were keen to start a benchmarking project which would allow us every 6 months to determine changes in the marketplace. Not only is this fascinating for our audience but also allows us to ensure we're keeping on top of all the latest trends and folding this straight back into our product set.

So what did we want to find out? Well we know that cloud brings its advantages, but just how well received has it been in the marketplace? Many of you have serious privacy and security concerns about using this as a method of backup. Are survey respondents still utilising a belts and braces approach to backup? And how often are test restores being undertaken?

As previous surveys have determined, a large percentage of you are just not prepared to trust your important data to just one backup, and you have backups to your backup just in case! Some things don't change!

We conclude the survey with some take away points and some suggestions to make your backup and recovery as effortless and pain free as possible!

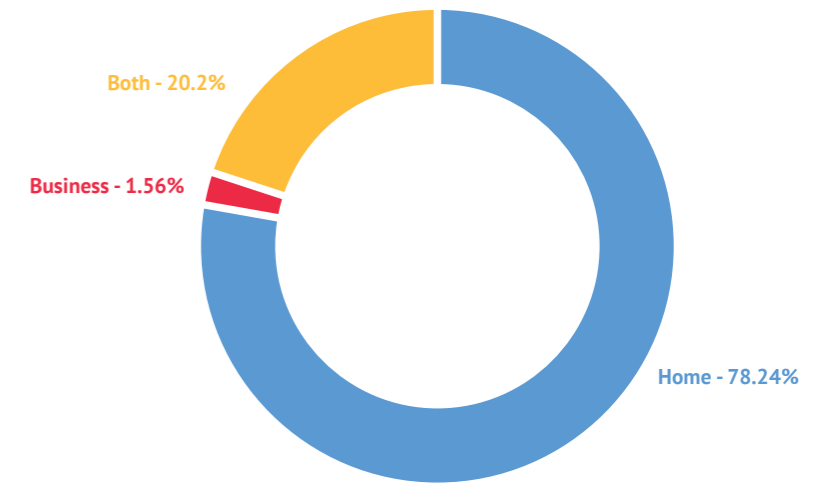
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Macrium Software was founded in 2006 when Nick experienced a personal data disaster, and in the process discovered existing backup tools were not as good as he expected. Wanting a software solution that was practical and easy to use, Nick and his team developed Macrium Reflect to create a safe and secure disk image with ultra-fast recovery times should disaster strike.

WHO DID WE SPEAK TO?

We received 7,326 responses to our survey, with the highest percentage responsible for protecting home data. Where appropriate throughout this report, we have highlighted the differences between those who use backup for home and those who use backup for business purposes. It is perhaps not surprising that those who are responsible for backing up data in their business environment also take charge in their homes!

Where are you responsible for backing up your data?

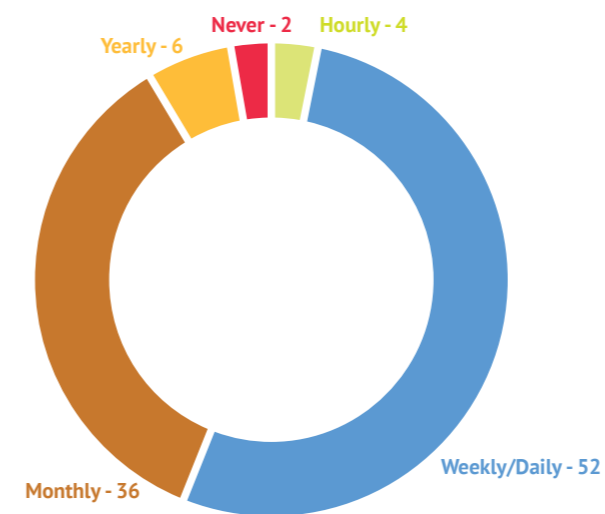


FREQUENCY OF BACKUP

It is not surprising to see that business users favour more frequent backups with a larger percentage even undertaking hourly backups. For all users, we would certainly encourage those who are only backing up monthly or less to set up more scheduled backups to ensure if anything does go wrong, that there is a recent backup available to roll back to. For home users, 48% have an out of date backup and 27% of business users.

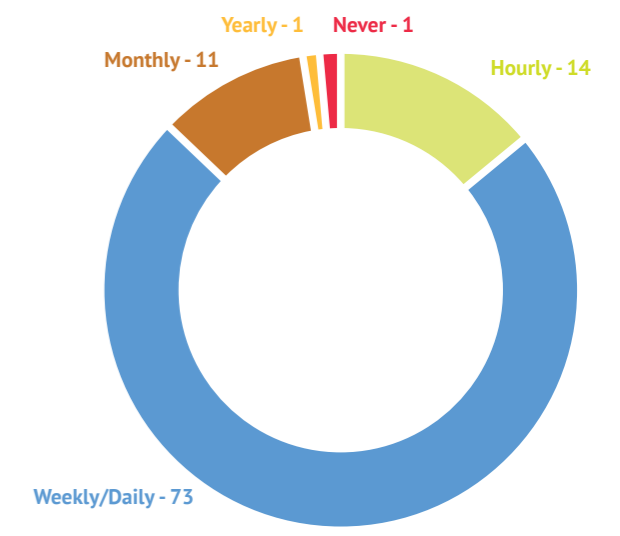
Something to additionally consider is that not all data is equally critical and therefore backup resources such as software, storage and hardware, will be prioritised on the most critical data.

How often do you backup your home data?



Home users: 7,231 responses

How often do you backup your business data?



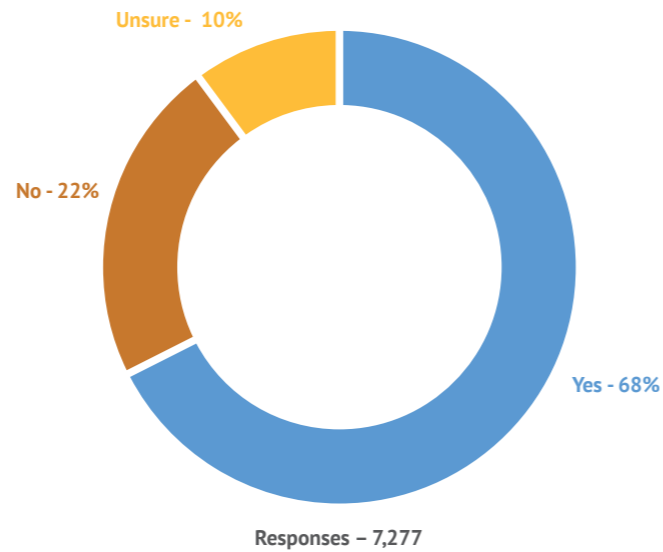
Business users: 1,582 responses

ARE YOU UP TO DATE?

Interestingly a significant percentage of those surveyed didn't feel they were up to date with their backup plan. It should be noted that many will be confused about the concept of a backup plan. This would normally consist of segmenting systems and data depending on critically, available storage for backups, and suitable backup window or time, retention planning and testing recoverability of backups.

Obviously business users will have a more compelling need to have a backup plan in place compared to home users, but there is still a large number of business users who do not have an up-to-date backup plan in place, which is worrying if disaster should strike. This is where IT suppliers and vendors should be assisting non-technical business managers to ensure they are getting the most out of their backup solution.

Do you have an up-to-date backup plan in place?

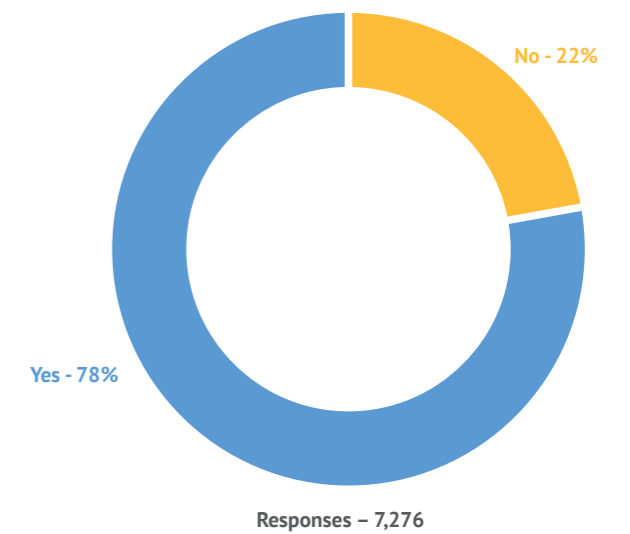


DATA DISASTER

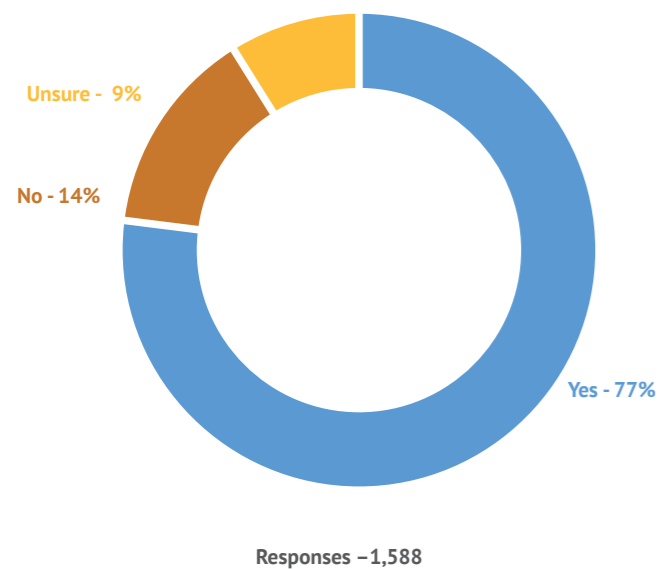


Looking at how often people are backing up their data it isn't really surprising that over 20% of those surveyed have lost data over the past year. For a home user this can be devastating as that could mean the loss of important family photos but for a business it could mean loss of revenue and associated time and cost issues.

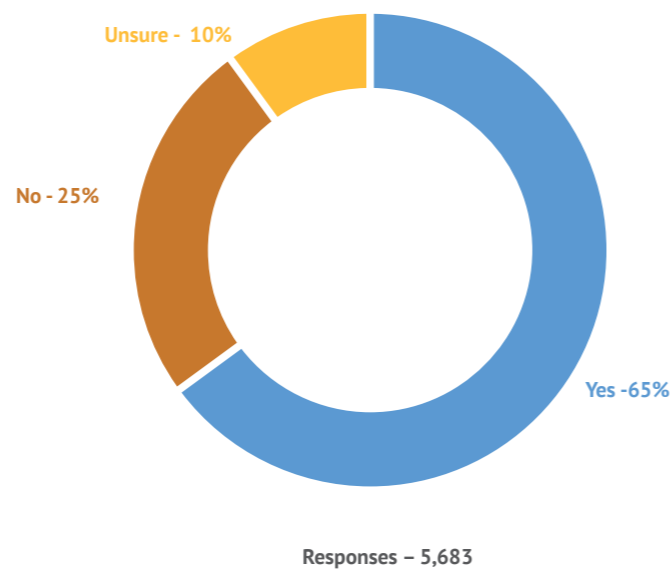
Have you lost any data over the last year?



Business backup plan in place



Home backup plan in place

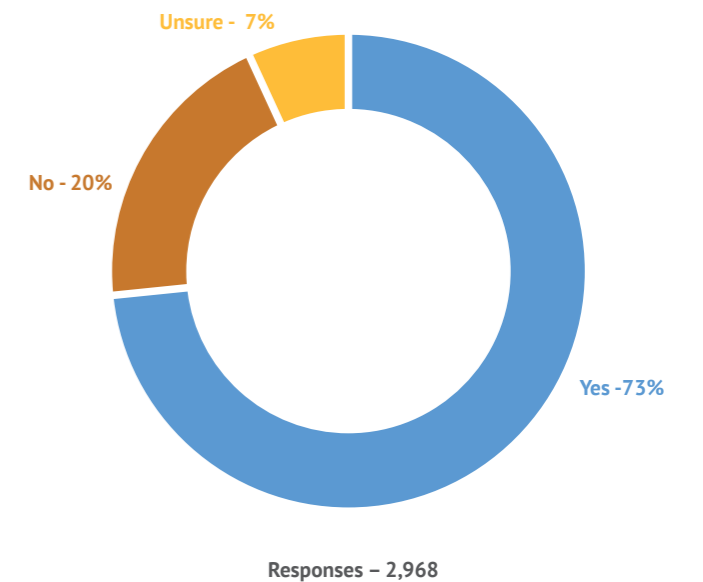


WAS THERE A PLAN IN PLACE?



We wanted to find out when people had lost data, whether they had a backup plan in place at the time. It is interesting that despite having a backup plan in place, over 70% of those surveyed still lost data. This could be a result of human error or could be that a test restore hadn't been carried out. Typically we wait until there is a disaster before finding out if the backup worked or not!

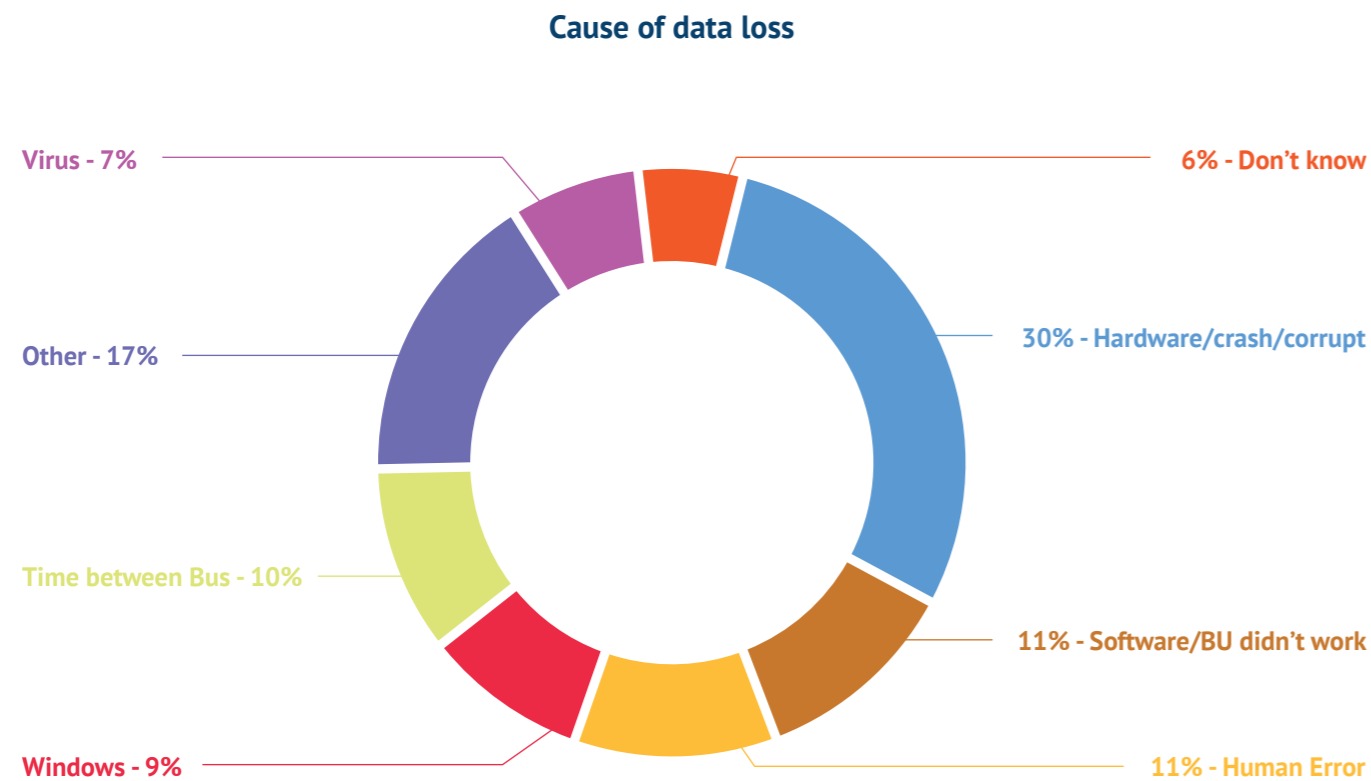
If you lost any data, did you have a backup plan in place at the time?



WHAT WENT WRONG TO CAUSE THE DATA LOSS?

Hardware crashing and corrupt files seems to cause the most headaches and is the number one cause for data loss. As seen above, despite having a backup plan in place, often the software or the backup wasn't working. Human error comes high up as well as respondents mentioned accidental deleting and problems caused by members of staff.

The importance of having an up to date backup in place can also be seen as 10% of respondents lost data, as despite having a backup in place, it was not recent enough.

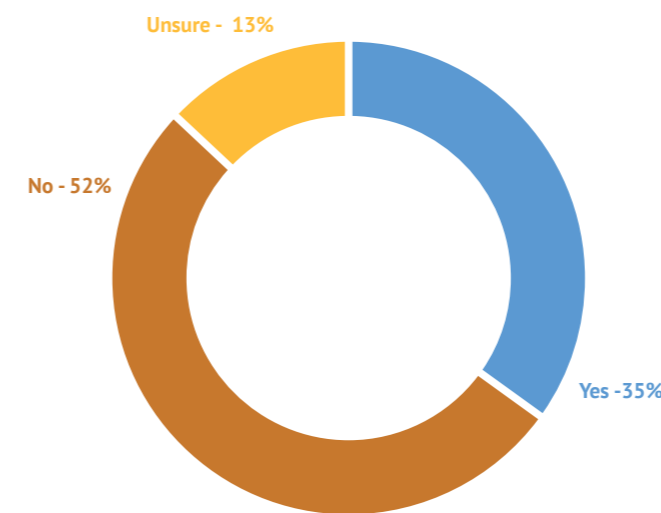


BLOWING THE CLOUDS AWAY

Everywhere you go, cloud is always a big topic especially in the backup space, which is why we were interested to see that such a large number of survey respondents were not using it currently. Its not suprising that more business users are using cloud, many businesses want to have more backup solutions in place should disaster strike!

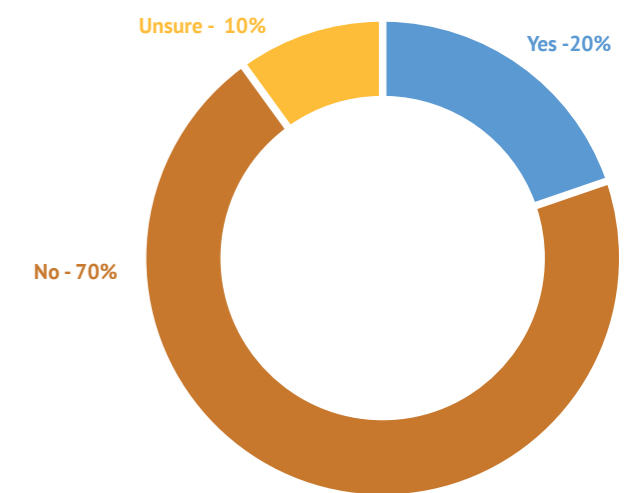


Are you using cloud backup - business



Responses - 1,591

Are you using cloud backup - home



Responses - 5,707

“A long life as IT pro, and yet I managed to erase my whole data drive. Reason: I know the routine and therefore did not read ARE YOU SURE YOU WILL DELETE YOUR DATA DRIVE? Simple stupidity. But it is the only time I have done that in over 40 years.”

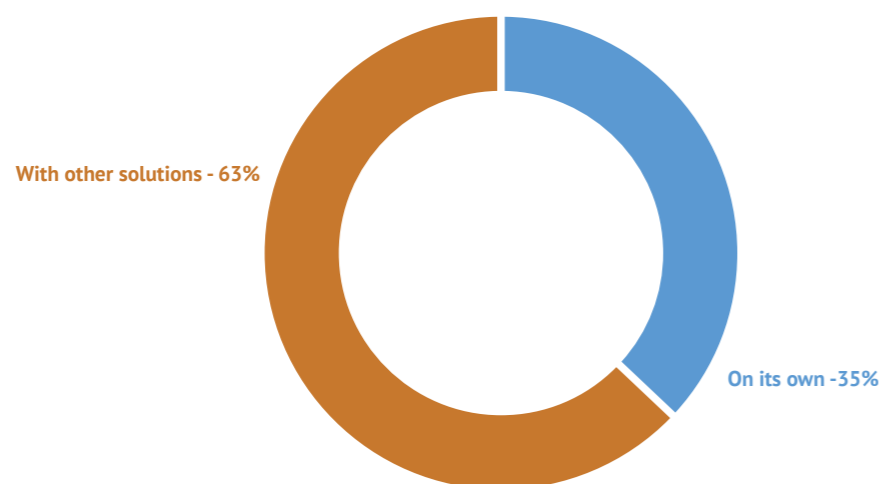
The results do demonstrate the growing global trend for cloud that has been forecasted for a few years but taken longer to mature than most people expected.

CLOUD WITH OTHER SOLUTIONS



We can see that over 60% of respondents are using cloud along with another solution at the same time. Again backing up the belts and braces approach to backup that we've seen in the past. This could be due to a mixture of trust, cost and storage implications.

If you are using cloud backup, is it on its own or with other solutions?



Responses: 2,865

TRUST, SECURITY AND PRIVACY

A really large percentage mentioned the fact that they just don't trust the cloud. They are worried about their data being out across the internet "for anyone to see" and hacking is mentioned frequently as an issue for people's private data.

Many other respondents believe that the cloud takes the control away from their data and they prefer to keep it locally.

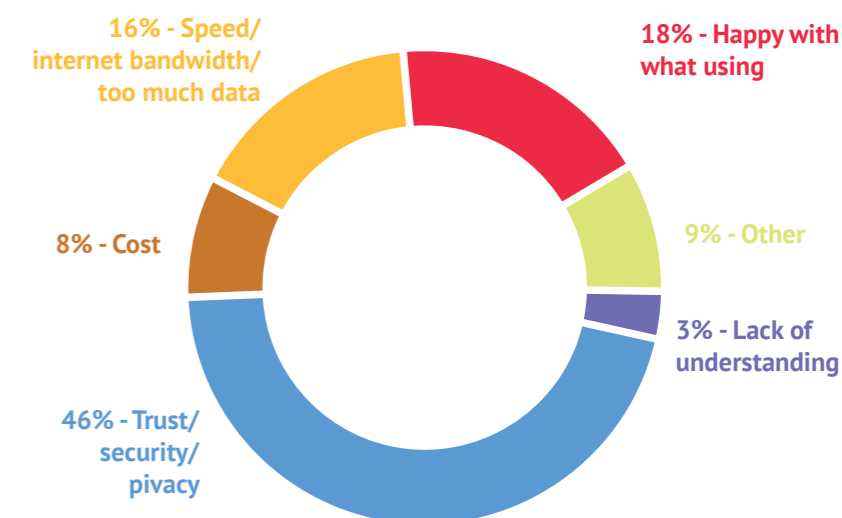
Internet speed and access came up as for many their data is too large for the cloud and the speed of upload would be too slow. Plus many stated that if they computer crashed, they would be unable to access the internet to get their data back.

Even if you have super fast internet access, those with large files may well find the cost prohibitive which has turned many off cloud backup.

Significantly, a large percentage are happy with the solution that they are currently using and going with the 'if it ain't broke, don't fix it' approach!

Other responses included issues around whether the supplier would still be in business and if not, then data would be lost. For businesses, many mentioned that it wasn't part of company policy.

Reasons for not using the cloud



Responses: 4,072

"Do not trust any company to keep the data safe. EVERYONE can be hacked. Just ask Target and all the other companies that are constantly in the news."

"Cost is an issue with me when backing up large amounts of data to a cloud service. Seems more reasonable to use relatively inexpensive portable hard drives."

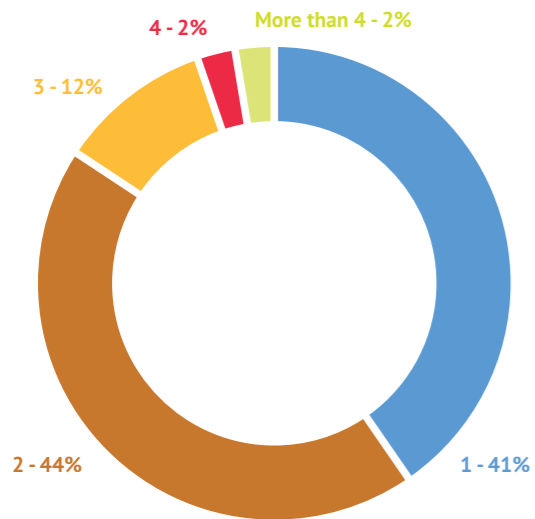
"Recovery of backup data from the cloud is too slow, in my opinion. Also, cloud storage operators offering cheaper storage solutions seem to come and go, so you can't rely on them being around in say 5 years or so."

"Eggs in one basket' springs to mind. I prefer my b/u media to be under my control - as a second and 3rd external drive. Don't trust remote servers to be 100% safe and crash proof. Also, if internet lost no access to remote data."

BELTS AND BRACES

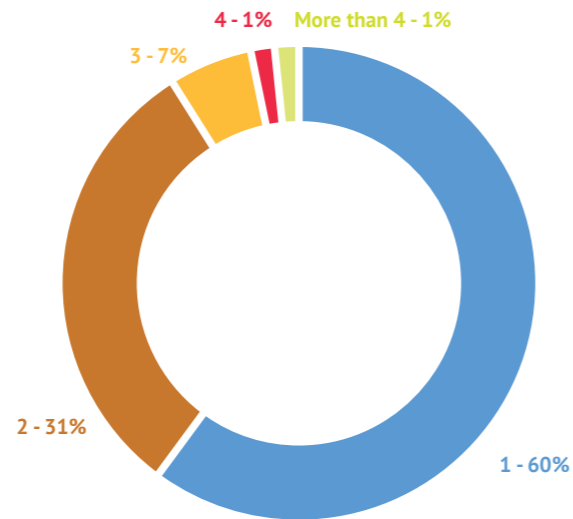
Backing up research we have completed in the past, we can see that business users especially are keen not to put all their eggs in the same basket! Almost 60% of business users have more than one backup supplier in place for their requirements ensuring they have layers of protection for special needs or applications.

How many backup suppliers are you using to backup your data?



Business Responses: 1,552

How many backup suppliers are you using to backup your data?

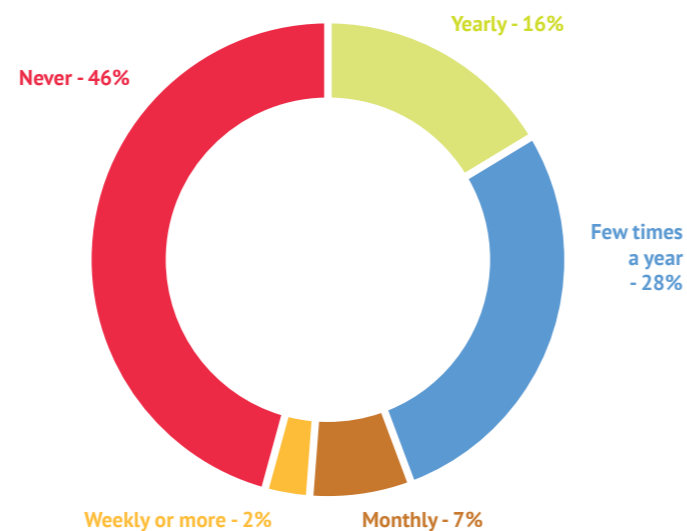


Home Responses: 5,350

TESTING, TESTING, 1,2,3

We were surprised that very few had recently carried out test restores on their data, putting trust in the backup that they have working and we noted that 33% of business and 49% of home users have never completed a test restore. This reflects the biggest problem with a lack of backup plan. Recoverability is critical! If data cannot be recovered then the investment in backup technology was worthless. We strongly encourage our customers to regularly test their backup to ensure their data is recoverable.

How often do you do a test restore?



Responses: 7,262



TAKE AWAY POINTS

1 Backing up more than one a month is recommended as if anything goes wrong, you will roll back to out of date data

TIP why not schedule backups to run behind the scenes. Most backup software should allow you this option and it will take the stress and headache away!

2 Cloud backup has its advantages but there are worries about privacy and security

TIP Ensure you choose a reputable supplier for your cloud backup requirements and think about using a local backup in addition to cover you should anything go wrong.

3 Very few have undertaken a recent test restore and a high percentage have never completed a test restore

TIP We recommend carrying out regular test restores of your data to be confident that your data is intact and ready to restore if disaster strikes!

4 Have a backup plan!

TIP Document what data is most important, set a regular backup schedule, establish your retention needs, and test the recoverability of the backups. Make sure you have the right backup tools for your needs.

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