

BRINGING DATA BACK:

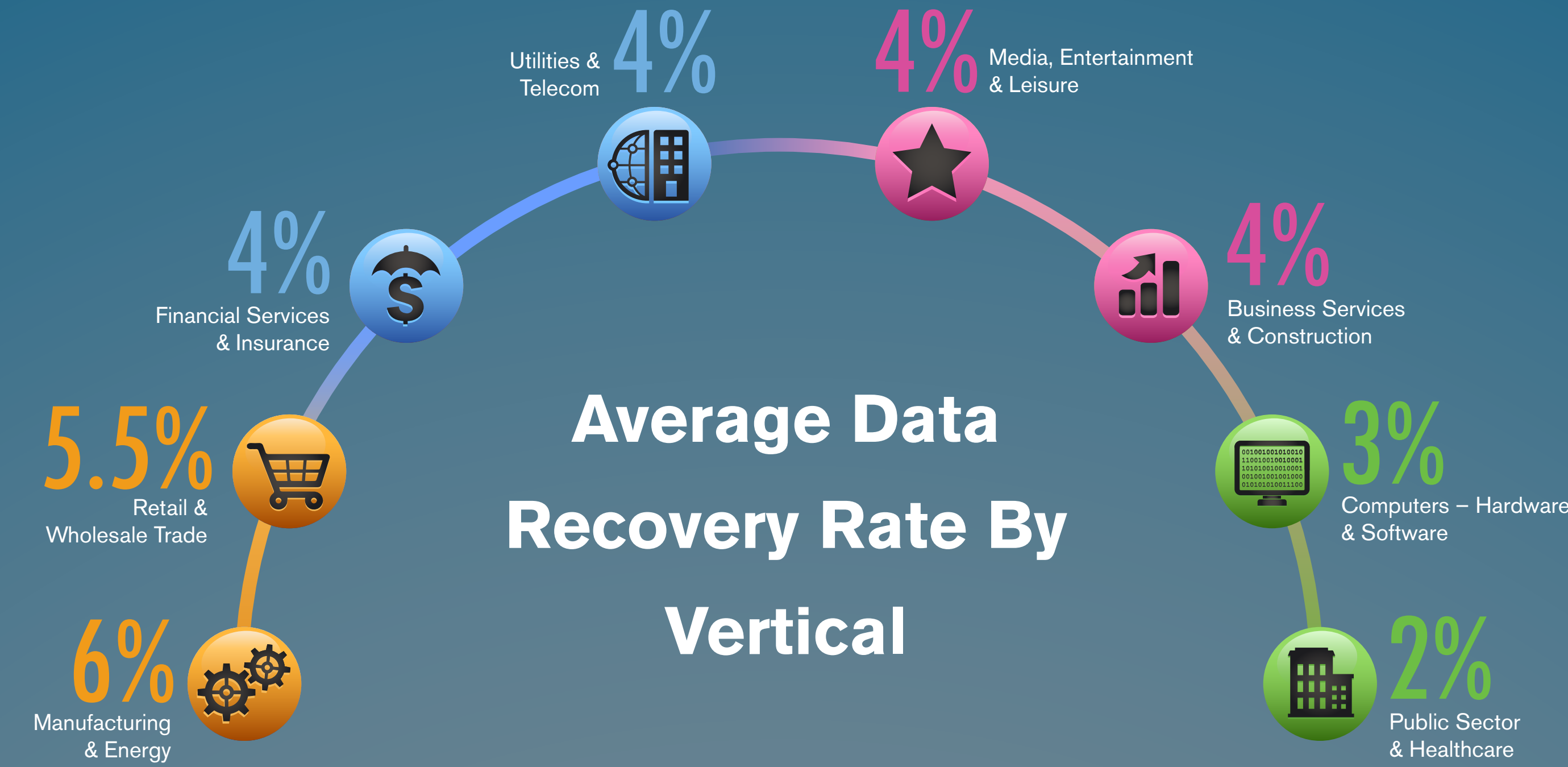
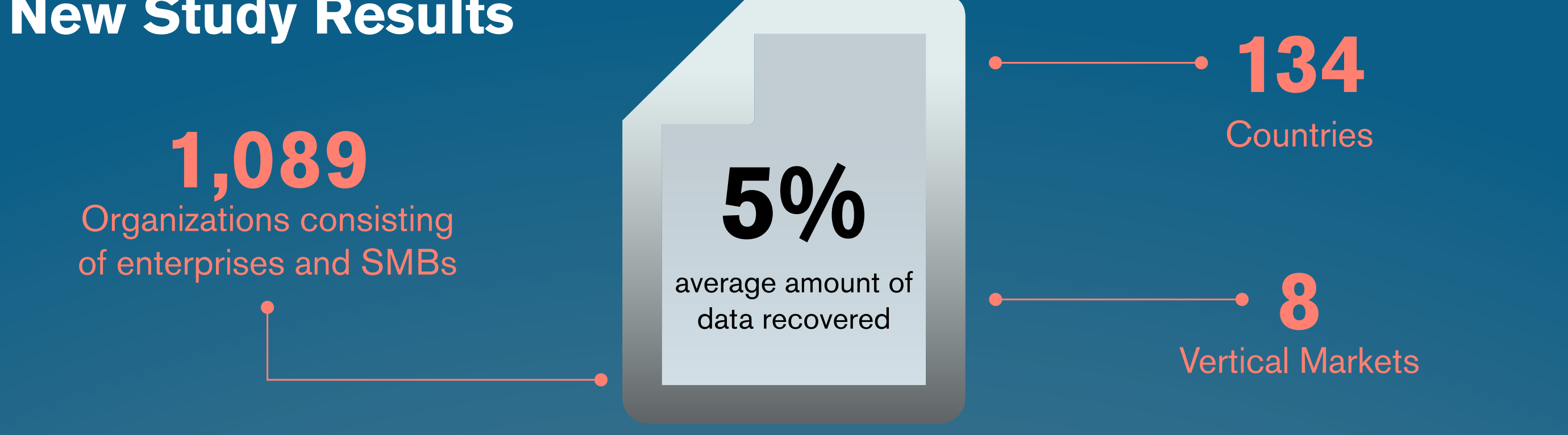
A Current View of Data Recovery Practices

The data protection industry has long-focused on solutions for backup. Here is a compiled, first-of-its-kind report that illustrates customer data for Enterprise and SMB data recovery. For customers experiencing data loss, the ultimate value of data protection solutions is the ability to restore essential data for business continuity and disaster recovery scenarios.

Based on discovered data, businesses recover on **average 5% of their data**. Some data protection solutions price based on **100% recovery**.

The full report compiled insights about data recovery by industry segment, country, size of company and data types over a 2.5 year period.*

New Study Results



Demand for Data Recovery Drills Increase

Data recovery drills are increasingly common and help organizations evaluate their disaster preparedness.

- The report indicated that drills increased 150% from 2014 to 2016.
- The overall average dataset size restored per recovery drill was 32 GB.
- The Manufacturing & Energy sector had the largest average drill recovery size with 64 GB.
- Media, Entertainment & Leisure recovered 0 GB, which could indicate this market is not performing recovery drills.

Overall Data Recovery Snapshots

Many data protection companies charge for recovery by pricing services as if their customers will recover 100% of their data.

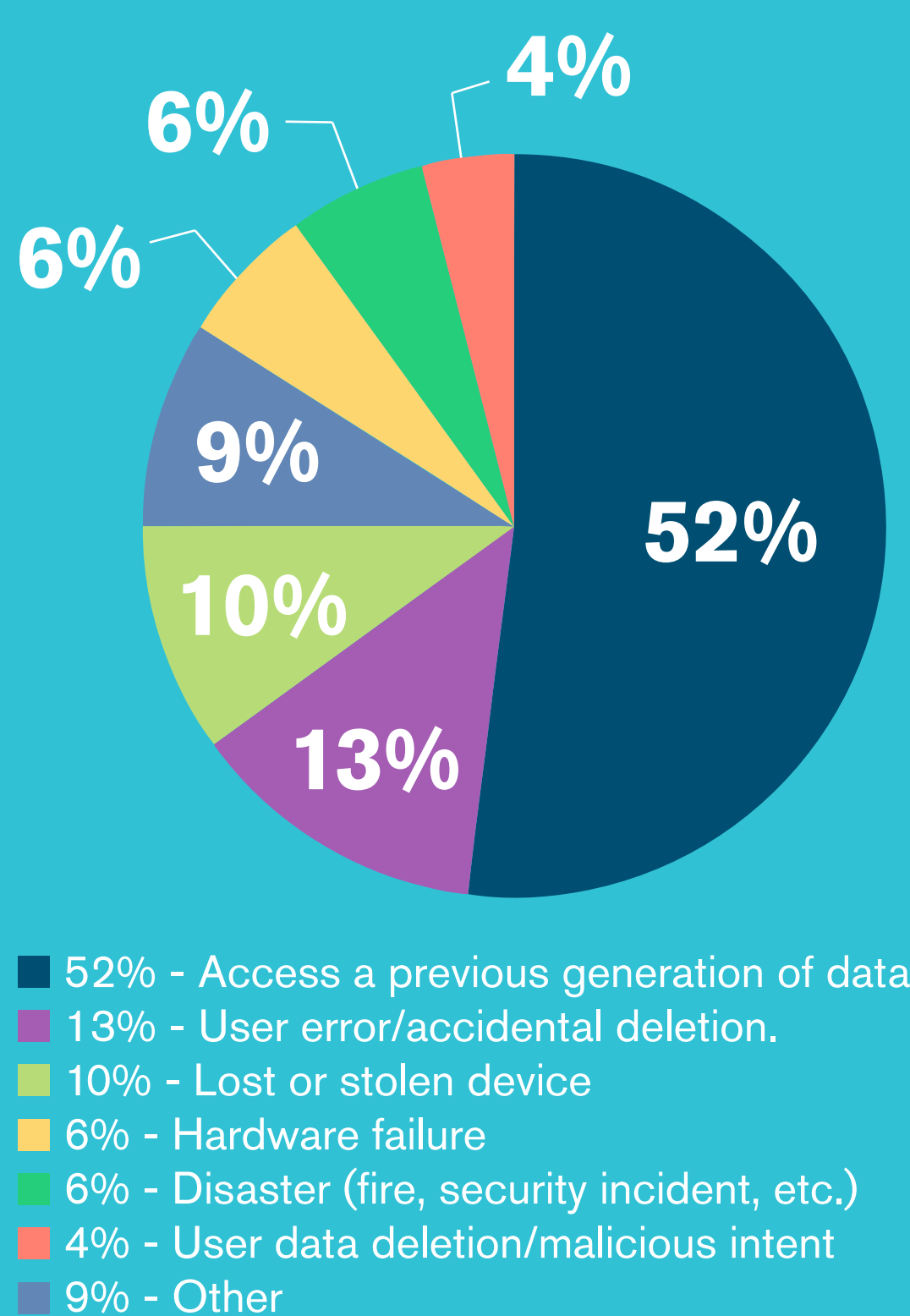
On average, organizations recover less than 5% of their data during data restores.

For all industries, the largest data type restored was in file systems with an average of 70% of restores.

Companies of All Sizes Restore Data



Top Reasons for Data Recovery



Types of Data Recovered by Vertical Market

The report breaks down the types of data recovered based on the type of backup and storage system or file management platform the data was housed in, including file systems, VMware VADP backup and data protection systems, Microsoft SQL Server, Microsoft Exchange, Hyper-V VM backup sets, and others.

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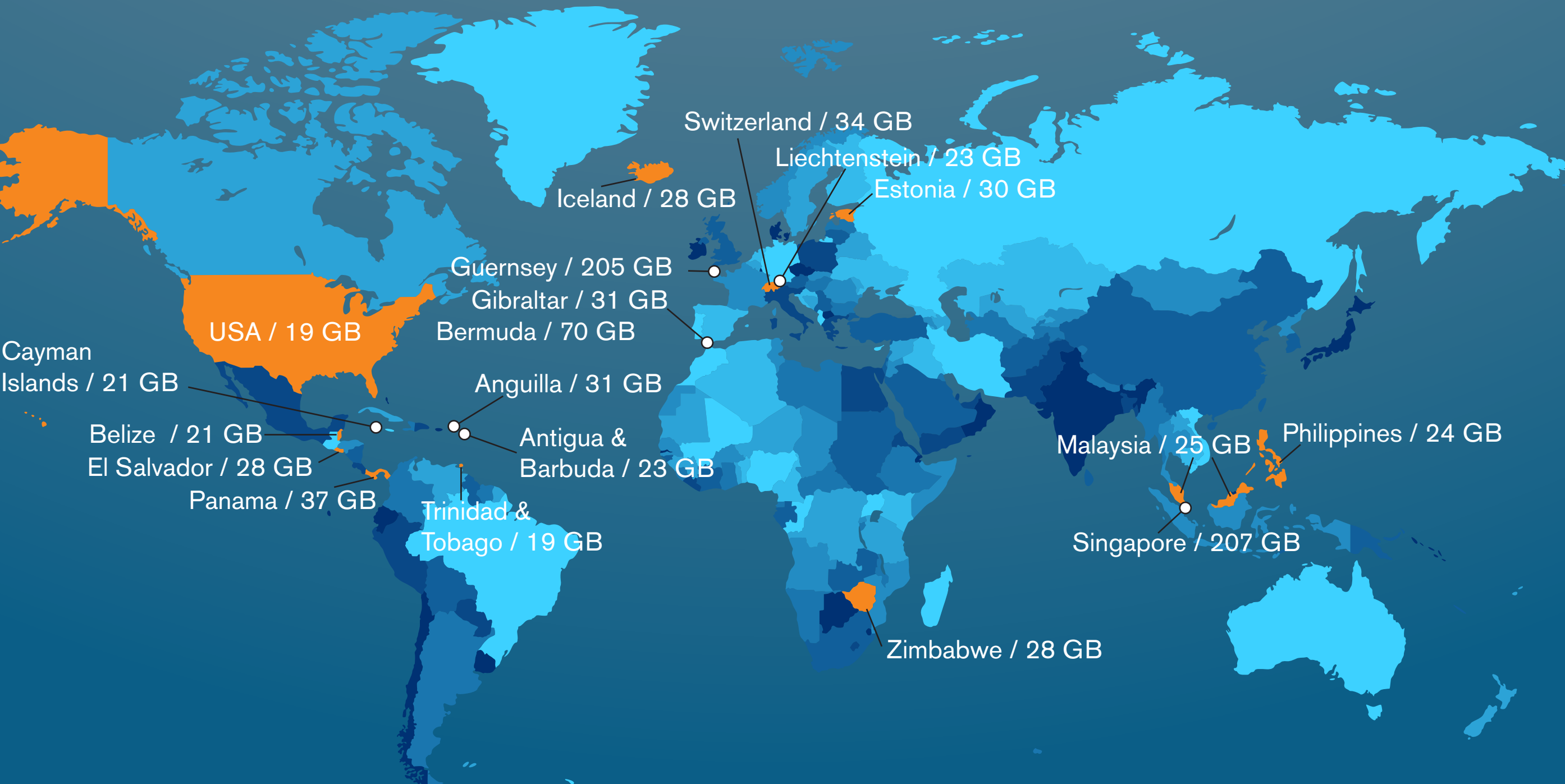
- Media, Entertainment & Leisure – 82%
- Financial Services & Insurance – 80%
- Retail & Wholesale Trade – 42%

VMware VADP backups were the second highest data type recovered, with an average of 12.5%.

- Business Services & Construction – 23%
- Utilities & Telecom – 18%
- Retail & Wholesale Trade – 20%

Countries That Recover the Most Data

Europe and Asia-Pacific countries recovered 10 times more data than the USA (19 GB average recovery).



Recover 5%, Pay for 5%

Based on this new data, businesses recover on average 5% of their data. Some data protection solutions price based on 100% recovery. Businesses deserve fairer pricing for data backup and recovery that reflects the small percentage of data recovery averages. USDV offers our No-Cost Recovery Service Model to meet this need. Our pricing is based on the idea that if a Client pays for backups, their recoveries should be provided for at No-Cost irrespective of how much Data they need to recover. NEVER an extra fee!

USDV's award-winning enterprise backup and recovery software provides secure, reliable, manageable and affordable data protection for all of an organization's data, from the cloud, to on premises, to remote branch offices, for any OS platform and from local devices to entire data centers.

USDV's cloud based MaxBackup Pro offers comprehensive, flexible data protection including granular file-level recovery, remote data wipe capabilities for missing or stolen devices, protection against ransomware and malware attacks, and backup for data stored on all SaaS platforms including Office 365 Exchange Online, SharePoint Online and OneDrive for Business.

Download the full [Data Protection Trends: Validating Recovery](#), to learn more or to request a product demo, visit [US DataVault.com](#)

*Analytics data was derived from 1,089 companies, across 134 countries from 1 Jan 14 to 1 Aug 16



Asigra.
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