

DATA PROTECTION FACTS AND FIGURES

“More than 109,000TBs of unique enterprise PC data are not being regularly backed up.”

- IDC analyst Fred Broussard, *PC Backup and Higher Prioritization for the Enterprise and Consumer*, July 2002

“Data is a valuable corporate asset and should be managed as such, like cash, facilities or any other corporate asset.”

- CIO Magazine, July 2002

“One of the key corporate assets today is information. Directors have a legal duty and a responsibility to their shareholders to effectively manage and protect this information.

Most large companies now recognize that they can be crippled overnight if their reputations are harmed by failure to protect their information assets.”

- Andrew Rathmell, CEO, Information Assurance Advisory Council (IAAC)

FACT: As much as 60% of corporate data resides unprotected on PC desktops and laptops.

(IDC analyst Cynthia Doyle, *Business Continuity in 2002: It's Not Business as Usual*, April 2002)

With critical data at stake, a comprehensive data protection plan cannot stop at the server. With vital information stored locally in spreadsheets, presentations, documents, and contact databases, corporations are recognizing the value of data residing on desktop and mobile PCs that is increasingly complex, and more difficult than ever to protect.

FACT: Viruses: Survey finds PCs infected at a rate of more than 10% each month.

(ICSA Labs, 2002)

Corporations were hit with a monthly average of 113 virus infections for every 1000 PCs they owned in 2001, according to the seventh annual survey of virus prevalence in the enterprise conducted by ICSA Labs, a division of security services firm TruSecure. The most common effect of a virus infection, reported by 70 percent of respondents, was rendering a PC unavailable to the user, the study found. Sixty-nine percent of respondents said that viruses had cost productivity, while 37 percent reported loss of data due to viruses.

FACT: By 2006 one in every three PCs shipped will be mobile.

(Gartner analyst Brian Gammage, *The Changing Spectrum of Mobile PC Usage*, October 30, 2002)

As the number of mobile users increases, so does the enterprise's dependence on PC uptime and access to critical data stored on laptops. If an enterprise is to ensure 24/7 access to PC data, automated protection for this mission-critical information is a must.

FACT: Up to 20% of laptops suffer hardware failure in the first 3 years of use.

(Gartner analyst M. Margevicius, *Desktop and Laptop PC Life*, August 21, 2001)

Mobile employees are often transporting some of the most critical, timely and proprietary information known to your business. And as the demand to get information to the

Key causes of data loss:

- Viruses
- Software failures
- Application failures
- File corruption
- Hard drive crashes
- Laptop loss/theft
- Natural disasters
- Power outages
- User errors

Tactical results of data loss:

- Loss of client/customer information
- Compromised information
- Lost productivity
- Employee downtime
- Clogged Help Desk queues
- Increased wear and tear on IT/Support/Help Desk staffs

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marketplace faster intensifies, the push to mobilize only gets stronger.

FACT: Of the 4.1 million insurance claims for computer loss in 2002, 15% were theft-related; which equals approximately 620,000 claims. (*Safeware, The Insurance Agency Inc., 2001*)

Laptop computer loss or theft is a growing problem for mobile employees. Industry best practices recommend that employees back up the data on mobile PCs, because although the computer may be covered by insurance, the cost of recovering lost data is not.

FACT: Total cost of ownership (TCO) for PCs – the cost of keeping a single PC operational – has risen to an industry average of between \$4,000 and \$11,000 per year. (*Gartner analyst M. Margevicius, Notebook Deployments in the Enterprise, October 10, 2002*)

Consider that maintaining a single PC, not even including the original cost, falls within this range. Multiply that figure by the number of PCs in your enterprise, add in the expense of manually restoring lost or corrupted data and applications, plus the lost user productivity during downtime. This total cost represents a painfully large chunk of your IT budget and the corporate bottom line.

FACT: 6% of all PCs will suffer an episode of data loss in any given year. (*Pepperdine University Study*)

There are three main costs associated with every data loss incident, which contribute to the total average cost of \$2,557 for such an incident:

• Cost of technical support in the recovery effort	\$ 380
• Cost of lost productivity due to user downtime	\$ 177
• Cost of lost data	\$2,000
• TOTAL (per incident):	\$2,557

Imagine how this figure multiplies when you consider the number of PCs in your organization. Take, for example, a Fortune 1000 company with 50,000 employees, each with one PC (a conservative estimate); based on the figure above, 6% of the 50,000 PCs will experience an episode of data loss causing costs to skyrocket:

- $50,000 \times 6\% (.06) = 3000$ PCs experiencing data loss per year
- $3000 \times \$ 2,557 = \$ 7,671,000$
- **Bottom Line: \$ 7.6 million expended every year due to lost PC data alone.**

Key causes: unplanned downtime
(*Giga analyst Brad Day, Determining Availability Requirements: Causes and Corrections, January 25, 2002*)

- Hardware: 25%
- Software: 25%
- Network: 20%
- Human Error: 15% +
- Environmental: 14%

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Top 8 factors CIO/CTO/VP IT consider when purchasing PC back-up and data recovery solutions.
(CMP, 2003)

- Decreased cost of supporting large numbers of PCs
- Scalability
- Decreased PC Information loss through hands-free daily back-ups
- Reduced maintenance costs
- Bandwidth optimization
- Increased worker productivity
- Reduced storage costs
- Ability to maximize the use of local storage

Conclusion

It is now more important than ever for companies to keep their PCs up and running, while at the same time protecting the valuable corporate data that resides on enterprise desktop and mobile PCs. Yet in spite of this glaring need, most companies still think of only backing up their servers. This leaves all the data on enterprise PCs vulnerable to theft, viruses, hackers, crashes, loss and user errors.

Any episode that compromises PC data - whether the simple loss of a file or a complete system failure - results not only in lost user productivity due to PC downtime, but also increased costs. With renewed focus on business continuity and PC uptime, a comprehensive business continuity, disaster recovery and/or information protection plan must also include the assets stored on enterprise desktop and mobile PCs.

Bottom Line

Safeguard your information assets with the global standard for PC data protection. Brought to enterprises worldwide by Connected Corporation, Connected's patented technology automatically prevents data loss and helps ensure business continuity while significantly reducing the storage costs and burdens associated with managing and storing enterprise PC data.