The Acronis Global Disaster Recovery Index: 2011

An Annual Worldwide Ranking of International Confidence in Backup and Disaster Recovery (DR) Readiness, Capabilities and Practices. In conjunction with the Ponemon Institute

DR Index 2011

Ponemon INSTITUTE

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Executive Overview

Background

Being fit for business is imperative for all countries participating in a highly competitive global economy. For organizations around the world this means being able to continue to operate in the event of IT failure or major disaster, whether man-made or natural.

Regardless of their location, IT managers share a common challenge – keeping their business-critical digital assets safe and sound. Few businesses today can survive a major data loss without a comprehensive backup and disaster recovery (DR) strategy in place.

At the same time, the amount of data being created by businesses is outstripping their ability to store it. The Economist estimates that the amount of information created each year is growing at a 60% compounded rate. This view is supported by analyst firm IDC, which predicts the 'digital universe' will grow to 1.8 zettabytes (1.8 billion terabytes) in 2011, up 47% from 2010, and rocketing toward over 7ZB by 2015.

With the adoption of virtualization, and the ongoing shift towards the cloud, DR strategies are becoming more complex. IT managers are now expected to keep data safely backed up in a hybrid environment consisting of physical, virtual and cloud infrastructures. The shift has seen companies adopting several different backup solutions at various points in time. While it's typical to have two or three different backup solutions, it's not uncommon to have as many as five or six. Evidently, a hybrid world is also a very complicated world.

Despite universal complexities, there is no global standard for backup and DR. This Acronis Disaster Recovery Index study demonstrates how countries across the globe have different confidence levels towards DR based on their culture, their adoption of new technology, faith in their backup procedures and level of executive buy-in. The study has identified that businesses have widely varying views about what backup and recovery attributes are required to confidently survive a disaster.

However, there is just one point on which all countries agree: They all want a single backup and DR solution that can easily and reliably span the needs of their hybrid environment.

The global economy has entered a period of unparalleled data growth that is putting unprecedented strain on IT infrastructure. By gaining a more detailed understanding of what makes one nation excel in the Acronis Global Disaster Recovery Index stakes, others on the list will be able to identify best practice trends and adopt a similar path to improve their DR strategy. Likewise, they can compare how they measure up to their peers in their own country.

What is the Acronis Global Disaster Recovery (DR) Index?

The Acronis Global DR Index is an annual barometer that provides a country-level ranking of backup and DR confidence levels and capabilities of businesses around the world. The aim of the Index is to give all businesses a clearer understanding of how their confidence and capabilities compare to those of their peers in other countries and indeed in their own. While attitudes and perceptions of confidence vary from one culture to another, the Index provides all businesses with a template of trends and strategies that they can use to improve their backup and DR confidence and capabilities.

The Index is based on a study commissioned by Acronis and conducted by the Ponemon Institute, an international research firm and respected think-tank on data protection trends. The survey is based on responses from over 3,000 IT practitioners in Australia, France, Germany, Hong Kong, Italy, Japan, Netherlands, Norway, Singapore, Sweden, Switzerland, United Kingdom and United States. The index was conducted across a broad range of industries. (Appendix 1, 2 and 3).

The survey format

The survey used a combination of omnibus and custom survey sampling methods online that include proprietary samples of qualified IT practitioners in small-to-medium-sized businesses (mid-market companies with no more than 1,000 seats*). The Ponemon Institute carried out all phases of this research, which was conducted between September and October 2010.

To create the Index, each country was ranked based on the aggregated responses to 11 questions about their backup and DR readiness, capabilities and practices (Appendix 4). The questions gauged IT managers' confidence in their DR based on their ability and willingness to adopt new technology; confidence in their procedures and policies; level of executive support; and their ability to recover rapidly after downtime.

Each respondent was given a weighted score for each answer:

Strongly agree to a statement	5
Agree to a statement	2.5
Unsure	0
Disagree to a statement	-2.5
Strongly disagree to a statement	-5

While the average score across all regions was 1, individual country scores ranged considerably with a top score of 2.08 (very confident) and the lowest score of negative -.92 (lacking confidence).

* Not more than 500 in Asia.

The Index Rankings:
Confidence levels around the world

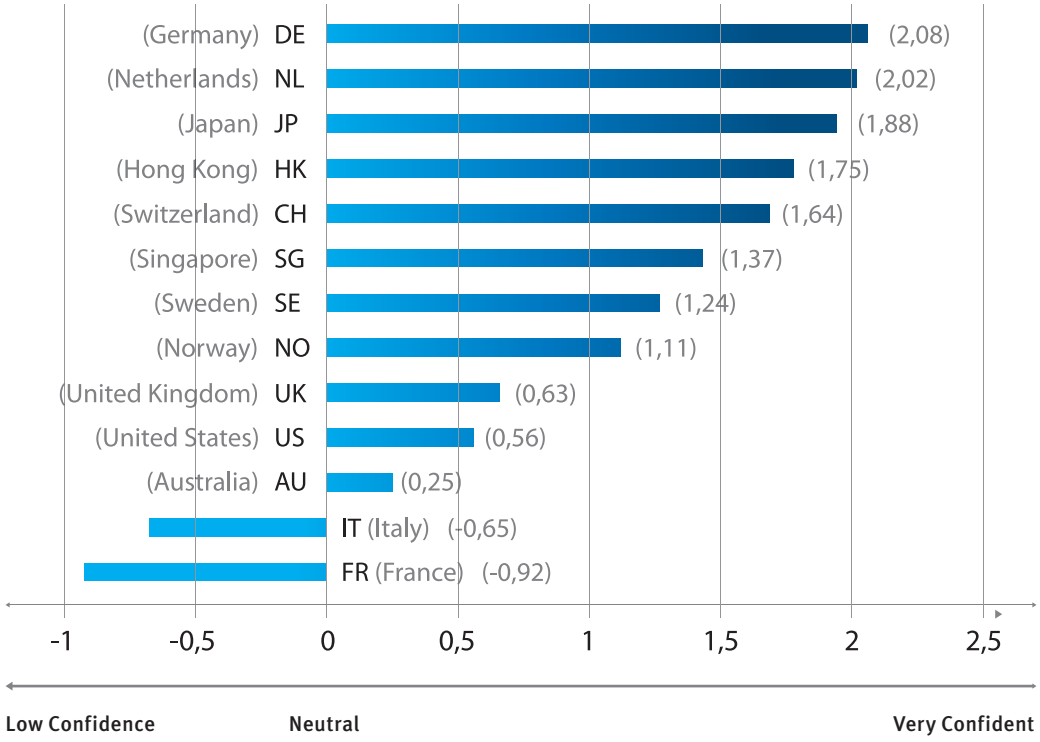
The top spot was closely contested between Germany (2.08) and the Netherlands (2.02), with Germany eventually taking the lead thanks to consistently achieving the best scores for confidence in backup and DR processes and procedures. Both countries scored twice the international average (1).

Despite the impressive efforts by these two European countries, the rest of Europe lagged behind. Other markets in Europe were amongst the worst performers and appear at the lower end of the scale. They included a below-average UK (.63) and overall lacking in confidence Italy (-0.65) and France (-0.92). In the middle on the Index, consistently above the average watermark, were Switzerland (1.64), Sweden (1.24) and Norway (1.11).

After Germany and the Netherlands it was the Asia region that consistently scored the best with Japan (1.88) closely followed by Hong Kong (1.75) and Singapore (1.37). While these countries generally scored well on processes and procedures, they outperformed almost all regions in terms of having both the required technology and ample resources to ensure good backup and DR operations.

The biggest surprise was the US (0.56), which fell short of the mark when it came to technology and resources. This was in-line with a pattern of consistently poor scoring among the UK (0.63) and Australia (0.25).

Chart: Acronis Global Disaster Recovery Index 2011



Key regional findings: Going for Gold

In addition to the global perspectives gained, this study is also designed to provide a perspective of each country to help local businesses understand what they are likely to be doing right, where they can improve, and how they compare to their peers.

Without the global context, businesses are most likely to adopt the same processes, technologies and corporate styles as those closest to them. While this might ensure that, on average, all local businesses follow similar backup and DR strategies, it is only when you start to compare their results on a global level do the true leaders and followers emerge. In athletic terms, it's the difference between being a national 100m champion, or taking home gold for the 100m dash at the Olympic Games.

The most confident: Germany and the Netherlands (and the Swiss)

As the Global Index leaders, German and Dutch businesses have the strongest foundations for backup and DR operations.

They have the best boardroom buy-in (73%/69%), the best controls and procedures (85%/77%) and the best-documented policies (85%/78%). As a result, they post the highest confidence scores when it comes to recovering quickly in the event of downtime (77%/85%), both more than 50% higher than average.

With the exception of only the Swiss (13%), Norway (17%) and Sweden (16%) the Germans and Dutch spend the highest percentage of their IT budget on backup and DR, 13% and 14% respectively.

The study suggests that the Germans and the Dutch have found a level of backup and DR prioritization that they are happy with. When asked why their backup and DR isn't given even greater priority they cite the main reason as the fact that they have never experienced a data loss, and as such don't view it as a threat (41%/42%).

Closing confidently on the leaders: Singapore, Hong Kong and Japan

Despite some major differences to the Index leaders, Singapore, Hong Kong and Japan scored highly, ending up reasonably close to the top. They are certainly the most confident regions when it comes to the belief that their backup and DR operations will work in the event of a serious incident (68%/71%/74%).

Despite fairly average boardroom buy-in (48%/60%/57%), these countries claim to have similar resources (49%/55%/54%) and technologies (46%/62%/56%) as the Index Leaders.

Singapore, Hong Kong and Japan claim, on average, to have the best-qualified staff in place to execute backup and DR operations in the wake of a serious incident.

However, there is an area of notable difference between Singapore, Hong Kong and Japan and the Index leaders. It lies in how much of their overall IT budget is spent on backup and DR. We already know that the Germans (13%) and Dutch (14%) allocate more than twice as much of their overall IT budget to backup and DR than Singapore (6%), Hong Kong (5%) and Japan (7%). This comparative lack of budget for backup and DR seems to conflict with their initial high confidence in recovering quickly from a serious incident.

On a final note, Singapore, Hong Kong and Japan are the countries most likely (67%/66%/70%) to use separate backup solutions for physical and virtual environments than any other region. Close to half of businesses in these countries use more than three different solutions and between a fifth and a third (22%/25%/33%) use more than five, which is surprising since using a single solution that can handle both physical and virtual environments will save in administrative costs.

The Nordic middle ground

The study found that Swedish and Norwegian businesses had very similar attitudes to backup and DR. While they generally scored just above average throughout the study, there were several aspects that made them stand out.

Swedish (16%) and Norwegian (17%) businesses spend a lot more of their overall IT budget on backup and DR than any other country surveyed and almost three times as much as businesses in Singapore, Hong Kong and Japan.

Compared to the rest of the world, however, Swedish and Norwegian businesses are the least likely to embrace cloud computing, and very few make any significant use of the cloud today. While most countries will average an 87% increase in cloud-based IT over the next 12 months, Swedish and Norwegian use of the cloud will grow little more than 20% (7% to 8%/7% to 9%) during the same period.

Along with the French and Italians, Swedish and Norwegian businesses cite a lack of trust in cloud providers as their main concern, and with good reason, as no business should trust just anyone with their data. It's important to select a vendor with a track record in data protection that can provide the level of security required to make sure that your data is safe and protected and only accessible by you.

The laggards: UK, Australia and the United States

Businesses in the UK, Australia and the US all scored poorly on their ability to avoid downtime in the event of a serious incident (27%/44%/38%). Their confidence in recovering quickly (56%/36%/40%) also fell far short of the Index leaders, Germany (77%) and the Netherlands (85%).

This group lagged behind the leaders when it came to having boardroom buy-in and ample resources and technologies to do the job. When it comes to successfully recovering from a serious incident the Australians were the least confident. Just 22% of Australian businesses felt that they would be able to recover quickly in the event of downtime, compared to a global average of 50%.

Approximately a third of businesses in the UK (36%), Australia (36%) and the US (32%) do not have an offsite backup and DR strategy in place. These countries were generally the most likely to claim backup and DR was not being made enough of a priority, citing lack of budget and resources as the primary reasons behind this. But this theory plays out only partially. As a proportion of all IT spend, the UK, Australia and the US spent consistently less on backup and DR (10%/11%/10%) than Germany (13%) and the Netherlands (14%) but not by a wide mark.

Room to grow: France and Italy

Businesses in France and Italy put the least priority on backup and DR, highlighted by the fact that 39% of French and 53% of Italian businesses claimed to spend nothing on backup or DR.

They are the most likely to admit that they do not have an offsite backup and DR strategy (41%/45%) and the least likely to be able to recover quickly from downtime, at 27% and 30% respectively, compared to an Index average of 50%. Their spend is the lowest percentage of overall IT budget of all countries surveyed at 5% (France) and 4% (Italy) respectively.

These countries also have the least qualified staff (29%/32%) and are among the most likely to suffer substantial downtime in the event of a serious incident (68%/64%). They claim some of the lowest levels of resources (26%/28%), technologies (32%/38%), and controls and procedures (36%/38%) and the least well-documented policies (33%/45%).

The outlook for backup and DR in these countries remains fairly weak. French and Italian server virtualization adoption rates are among the lowest surveyed and both countries also lag when it comes to current (14%/7%) and future (25%/8%) server virtualization usage rates. After the UK, businesses in France and Italy were most likely to admit they do not back up their virtual servers as often as their physical servers, almost three times more likely than German and Dutch firms.

A potential silver lining comes with the cloud. In line with the rest of the countries in the study, most French (68%) and Italian (58%) firms expect the cloud to become a part of their backup and DR strategy over the coming year.

These countries could benefit from a backup and DR solution that is easy to use and supports physical, virtual and cloud from a single interface, thus minimising impact to limited resources and eliminating the need for training. Solutions with agentless VMs will be more efficient to run, thereby allowing backup frequency to be consistent with physical servers.

Key Global Findings: Trends that support confidence

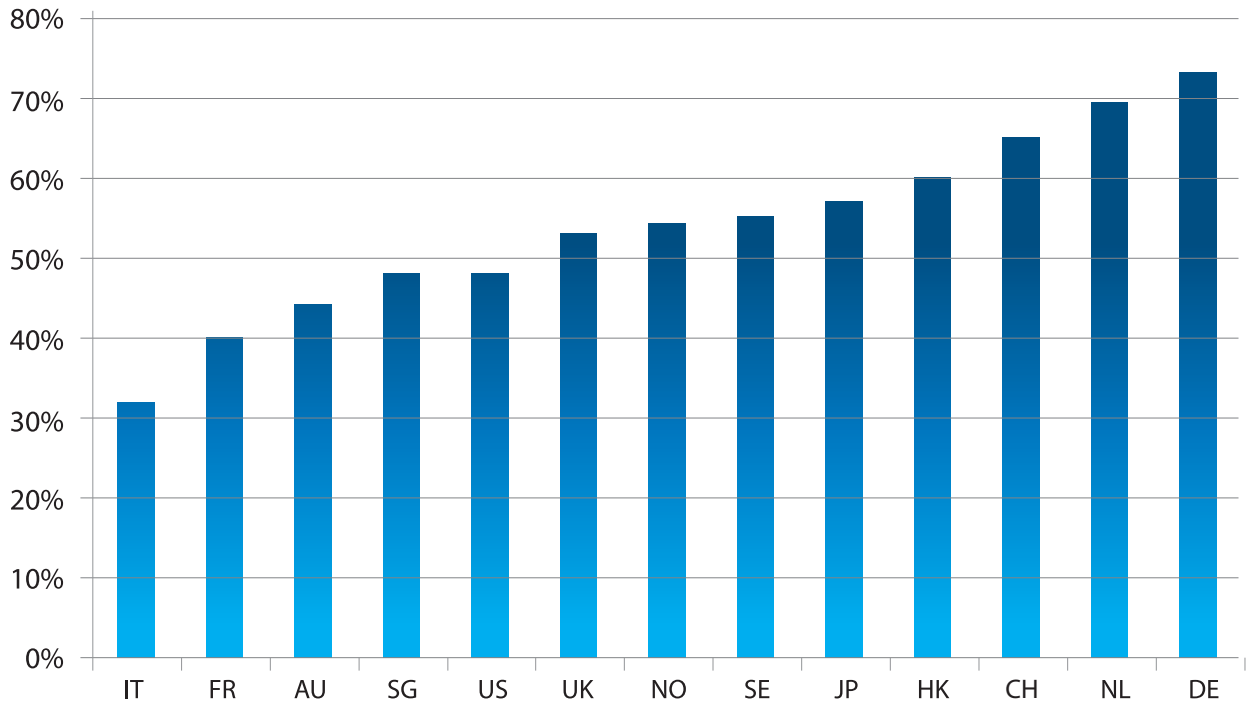
The following section identifies six key findings from the Index and cross-references data to identify those trends most closely associated with having the confidence level of an Index leader.

Finding 1: Confidence in DR starts from the top; Index leaders get the most boardroom support

When it comes to having a high degree of confidence in backup and DR, having boardroom buy-in, with senior executives supportive of backup and DR operations, is crucial.

The survey found correlations between those with well-managed backup and DR operations (52%) and those who are confident their backup and DR will work and those who have supportive business executives (54%). German firms received the highest (73%) level of business executive support while Italian businesses had the lowest (32%).

Chart: Percentage of IT Managers who believe business executives are supportive of their organization's backup and disaster recovery operations



Support from the boardroom, which is where IT budgets are won and lost, is evidently a foundational requirement for IT managers to have confidence in their backup and DR operations. The study also shows that businesses with the highest executive-level support also suffer the least in terms of downtime in the event of a serious incident.

Finding 2: A lack of investment in tools and resources decreases confidence

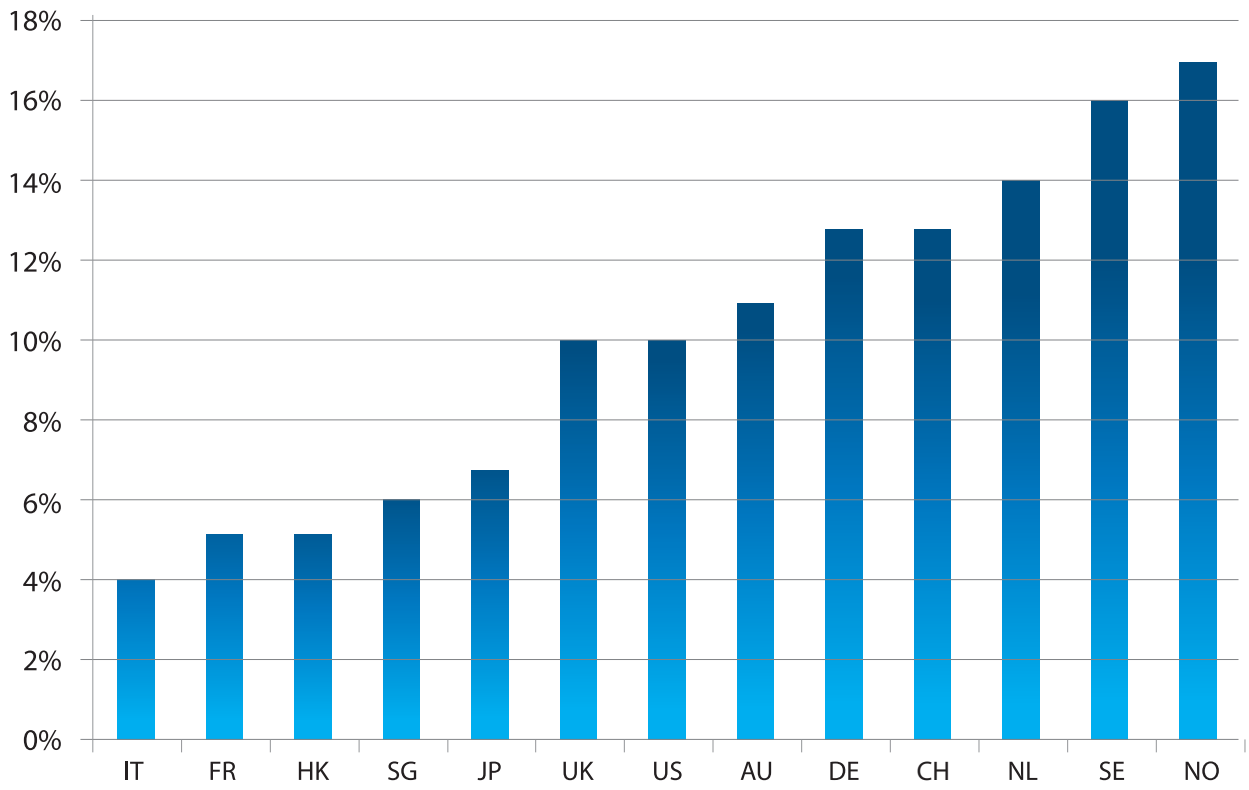
Executive buy-in typically translates into having enough of the right resources and technologies for effective backup and DR operations. Executives understand that greater investment in backup and DR should help reduce downtime in the event of a disaster. Despite this, less than half (46%) of businesses around the world claim to have adequate resources or technologies to enable comprehensive backup and DR operations.

When it comes to those with the greatest investment in backup and DR, Switzerland and Hong Kong scored the best in terms of having ample resources (63%) and technologies (60%). The best-resourced region overall is Asia with Japan, Hong Kong and Singapore achieving a regional average score of 53% for ample resources and 54% for technologies.

Yet again the US, UK and Australia fared badly. US businesses scored poorly on both counts with just 44% claiming ample resources and only 33% believing they had sufficient technologies to enable comprehensive backup and DR operations. The UK fared worst with scores of 31% and 32% respectively. Australia did little better with respective scores of 41% and 33%.

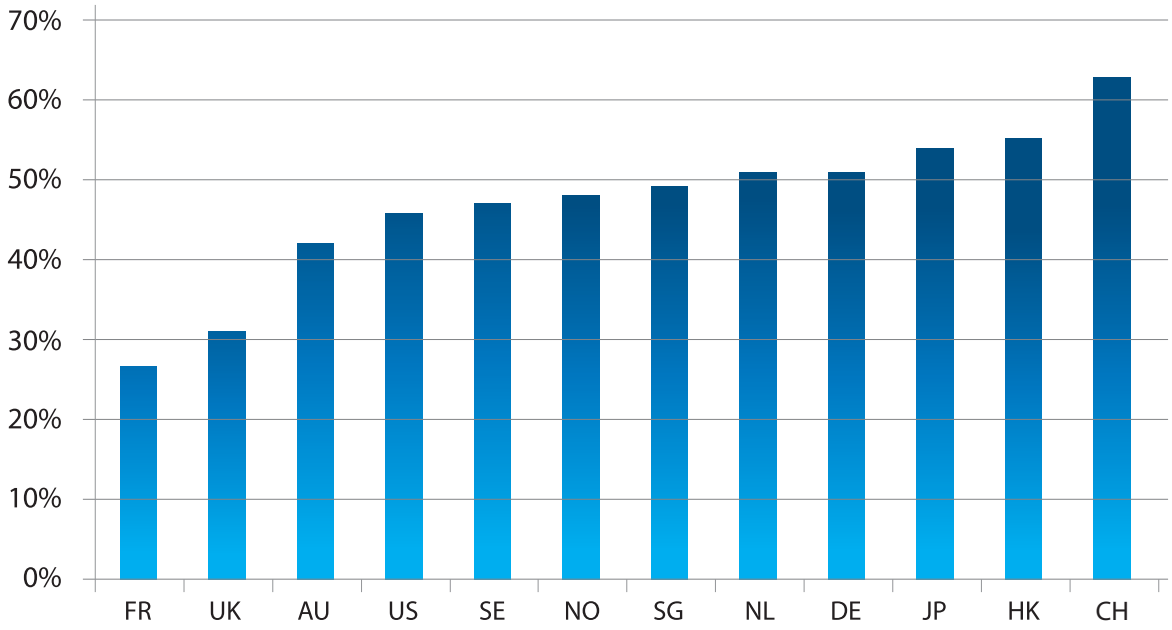
The story is similar when it comes to overall spend on backup and DR. The Index leaders from Europe (Germany, Switzerland and the Dutch) tend to spend on average around 14% of their IT budget on backup and DR. In contrast, the most successful Asian Index leaders (Japan, Hong Kong and Singapore) average just 6%.

Chart: Percentage of IT budget dedicated to backup and DR



Businesses around the world are creating new data at a prolific rate, on average more than 100GB every day according to this study. Despite this data growth, and although the majority of businesses spend around 10% of their IT budget on backup and DR, over a fifth (21%) claim to spend nothing at all. Italy scores the worst with 53% of Italian firms surveyed spending nothing on backup and DR.

Chart: Percentage of IT managers who agree that they have ample resources to enable comprehensive backup and DR operations



Finding 3: Index leaders are the most organized and suffer least from downtime

It's not simply about having sufficient resources and technologies that count, businesses need to use them effectively. Several questions in the survey allow us to understand how businesses perform in managing effective backup and DR policies and procedures.

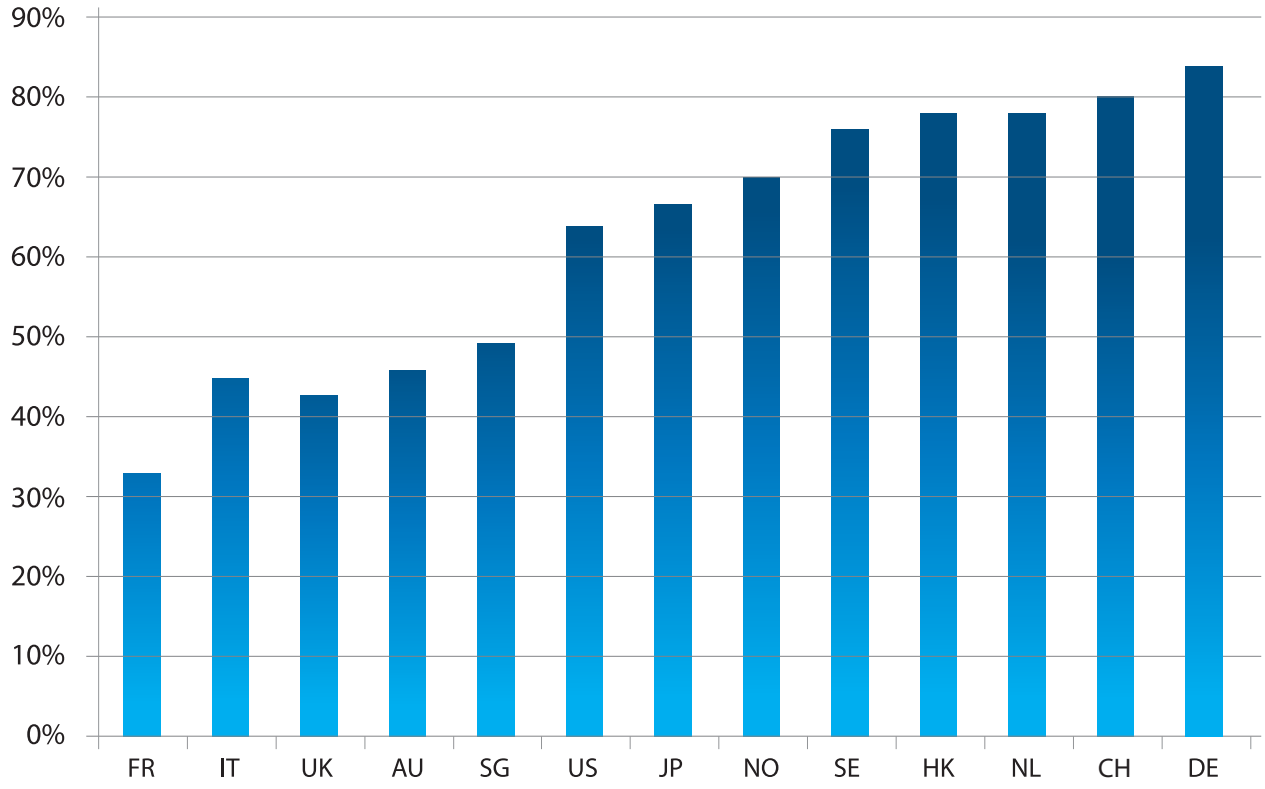
In this respect, the most organized country appears to be Germany, which claims the most ample controls and procedures (85%) and well-documented policies (85%). This ties directly to the fact that most German firms (69%) claim they would not suffer substantial downtime in the event of a serious incident. The Swiss came a close second place with scores of 77% for controls and 80% for policies and over half (51%) predicting they would not suffer substantial downtime in the event of a serious incident.

Although it didn't quite match Germany or Switzerland in terms of organization, Asia maintained its generally high standards. Hong Kong in particular recorded 66% for controls and 78% for policies, while a corresponding number (73%) of Hong Kong businesses say they would not suffer substantial downtime in the event of serious incident.

For once the US scored noticeably higher than the UK and Australia, with an above average 60% claiming ample controls and procedures and 65% having well-documented policies. Australia managed just 48% on controls and procedures and 46% on well-documented policies, while the UK lagged further behind with 32% and 44% respectively. As such only 27% of UK businesses said that they would not suffer substantial downtime in the event of a disaster.

The country that scored the lowest in this category was France, with 36% claiming ample controls and procedures and only 33% having well-documented policies. Unsurprisingly just 32% of French businesses say they would not suffer substantial downtime in the event of a disaster.

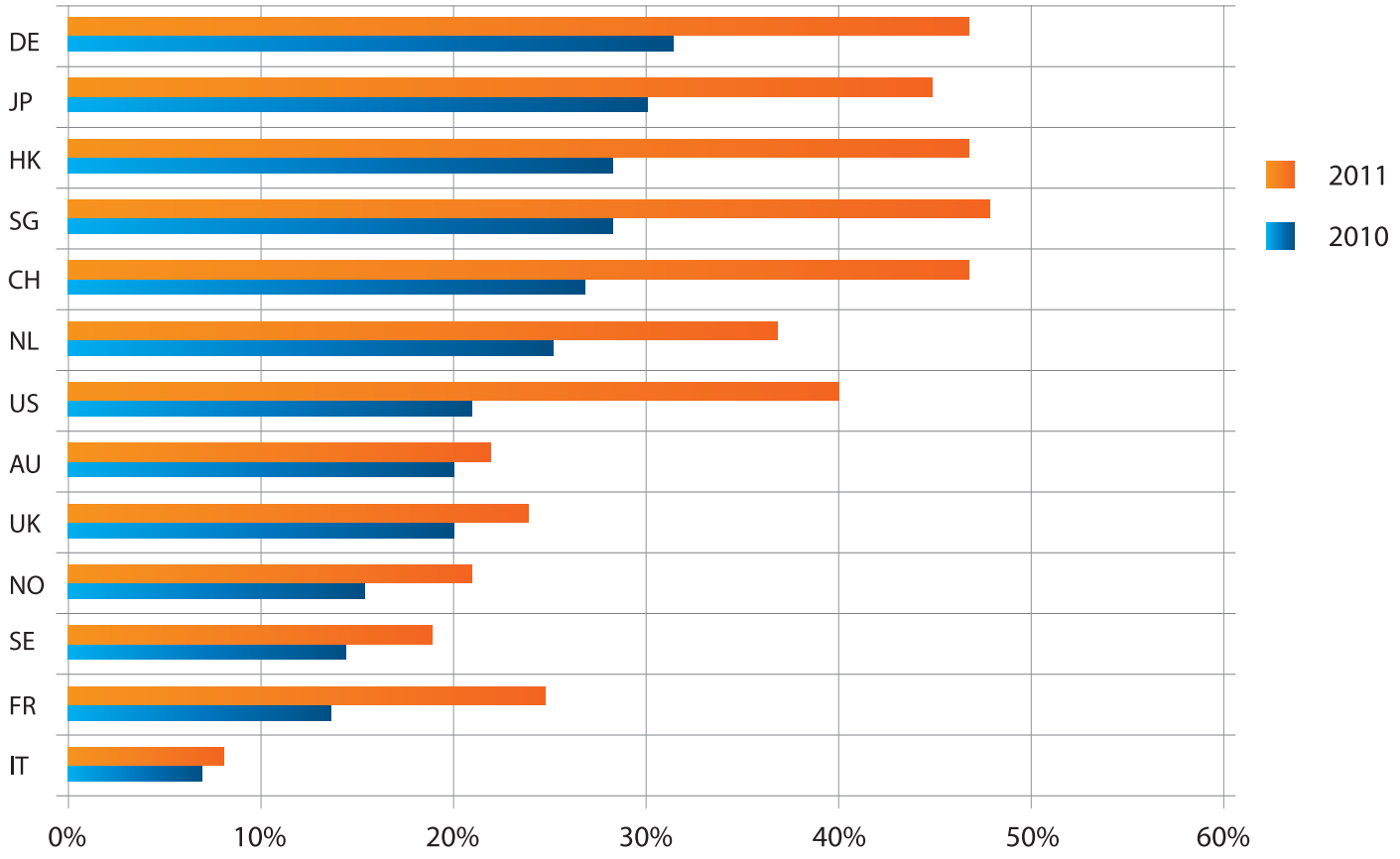
Companies who agree or strongly agree that their policies and procedures are well documented



Finding 4: Leading adopters of virtual servers top the Index; they also back up their virtual servers more frequently

Countries with the highest adoption rates for server virtualization also show leadership traits in the Global DR Index. In addition to their overall Index leadership positions, Germany, the Netherlands and Switzerland, along with Singapore, Hong Kong and Japan, also lead 2010 and 2011 server virtualization adoption rates.

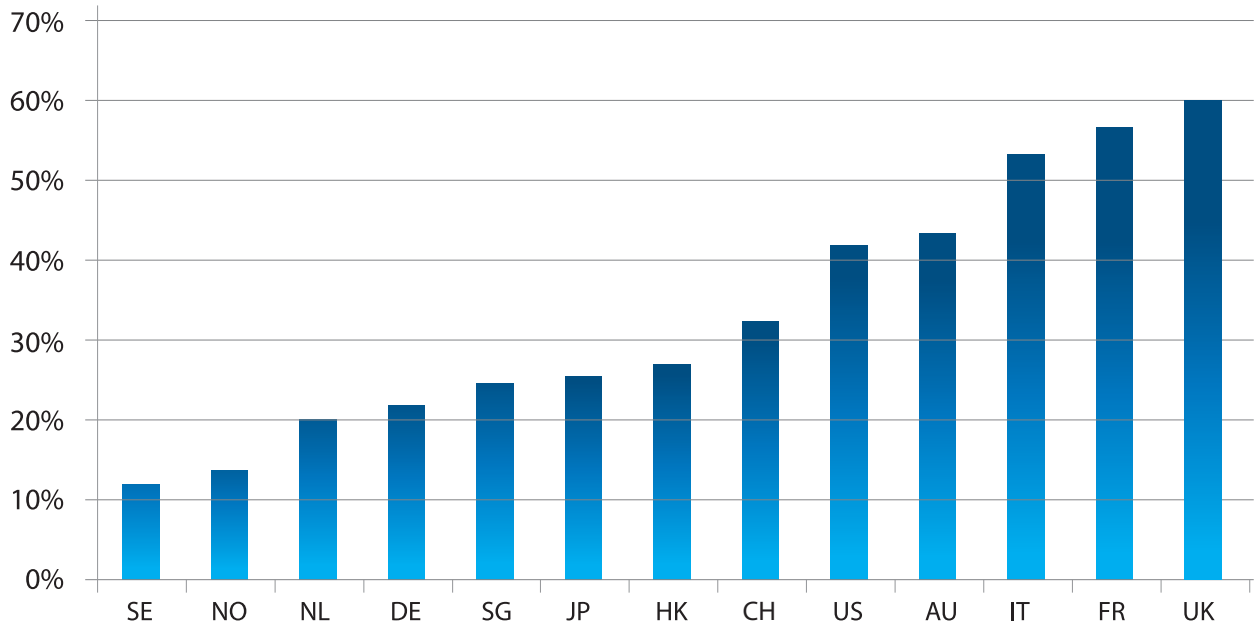
Chart: Percentage businesses currently using virtualized production servers and those expecting to use them in 2011



In general, most countries expect to increase their virtual server usage by around 50% over the next 12 months (from 22% to 33%).

As businesses around the world adopt server virtualization, questions are emerging about system and file backup policies and practices in a hybrid physical/virtual environment. This study finds that the majority of those at the top of the Index place equal importance on regular physical and virtual backups. Without exception, businesses in the low-scoring countries place significantly less importance on the regularity of their virtual backups.

Chart: Percentage of IT managers who do not back up virtualized servers as often as physical ones



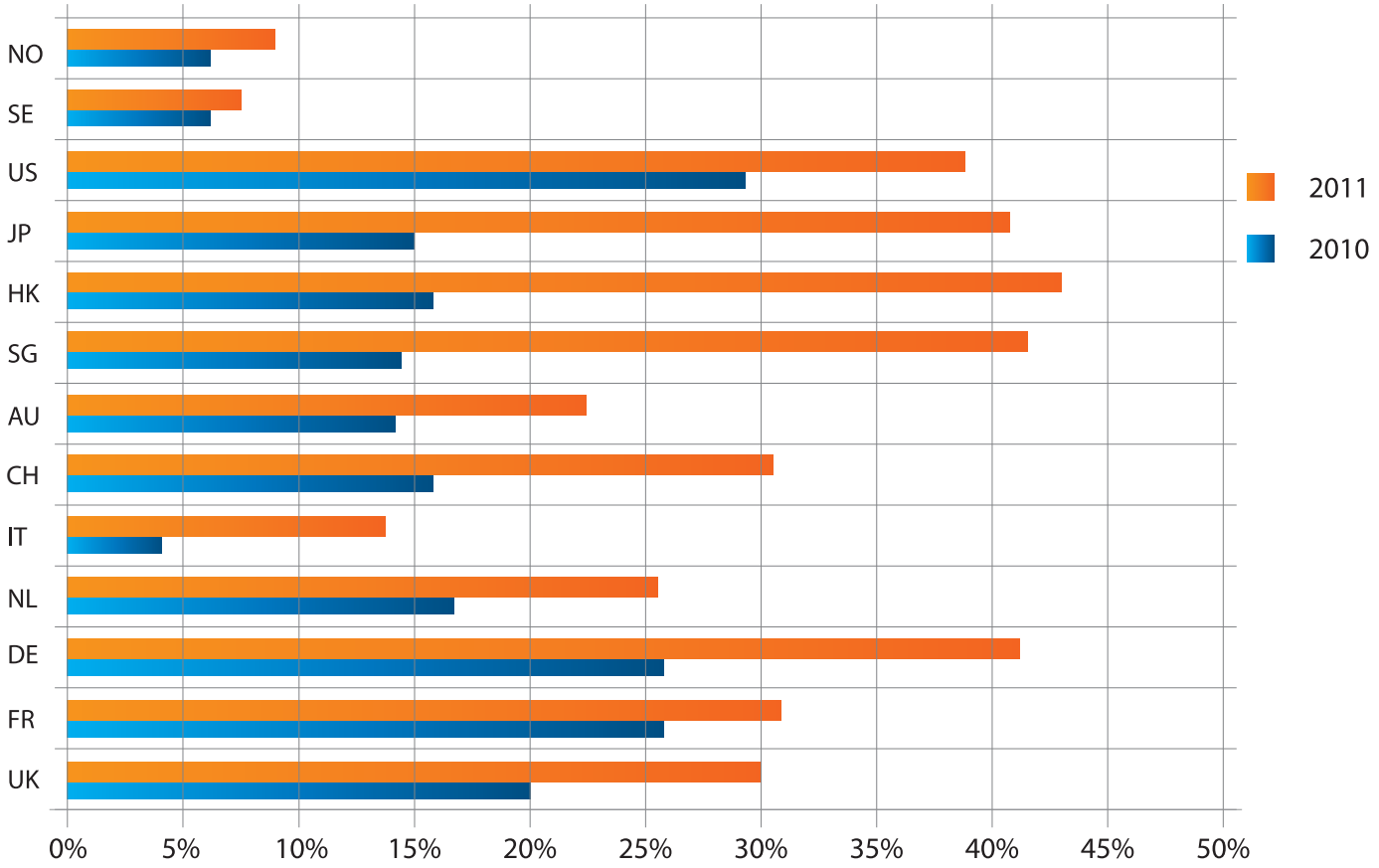
The correlation between this finding and earlier data about which countries have a structured, organizational approach and ample investment in backup and DR is obvious. Countries that score low on overall investment and organizational approach also back up their virtual servers less frequently than their physical servers, despite all regions expecting virtual server use to grow on average 50% in the coming year. The fact that they treat virtual and physical backups differently can probably be attributed to a lack of resources and technologies.

Without the staff and tools in place, IT managers are more likely to be stretched to breaking point. They are also less likely to put in place detailed controls or have the time to put in place procedures or well-documented policies. Combined, these factors provide a potential template for a failed backup and DR strategy.

Finding 5: Cloud use will almost double during 2011, but concerns remain

Of the 3,000 or more businesses surveyed, almost three-quarters (74%) claimed that they expected to have some form of cloud-based IT infrastructures in place by the end of 2010. While this rate of adoption seems impressive at first, cloud currently only represents around 16% of their IT infrastructure. However, over the next 12 months and by the end of 2011, this figure is expected to rocket upwards by 87% (from 16% to 30%) across all regions.

Chart: Percentage using cloud-based IT and the percentage estimated in one year

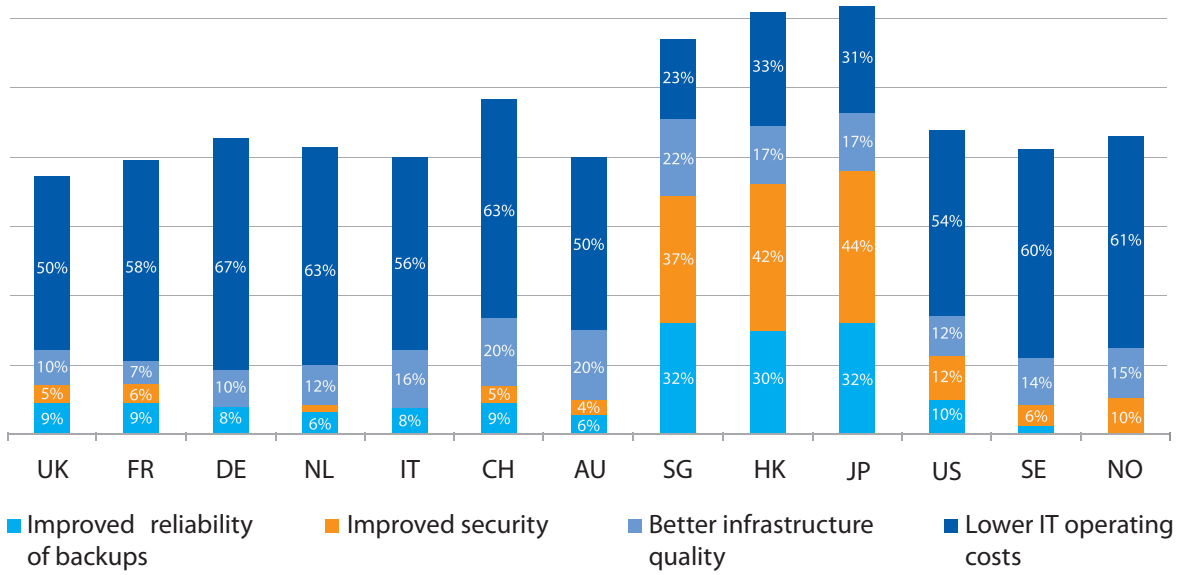


Cloud is not yet the preferred choice for an offsite backup and DR strategy. Businesses are currently greater than 50% more likely to replicate data over a secure private connection than back up into the cloud (21% vs. 33%). However, major inroads are being made. Over two-thirds (71%) of all businesses surveyed expect to include cloud computing as part of their backup and DR strategy by the end of 2011.

Despite the impending increase in the adoption of cloud for offsite backup and DR, businesses still have deep reservations about the risks of using the cloud. They cite speed of data recovery (54%), lack of security (39%) and added workload complexity (33%) as their three main concerns. It is projected that businesses will continue to perform local backups and recoveries for speed and use the cloud for an additional layer of protection, long term retention (replacing tape) and site failure.

The fact that cost is not listed as a concern for those businesses looking to adopt cloud computing shows that for many cloud is seen as a major cost-reduction technology. This is reinforced by the fact that only 8% of those surveyed were concerned about the cost of cloud computing rising in the future while most businesses (51%) cited the biggest perceived benefit of moving to the cloud as the ability to lower their IT operating costs.

Chart: The top benefits of using cloud computing for backup and DR



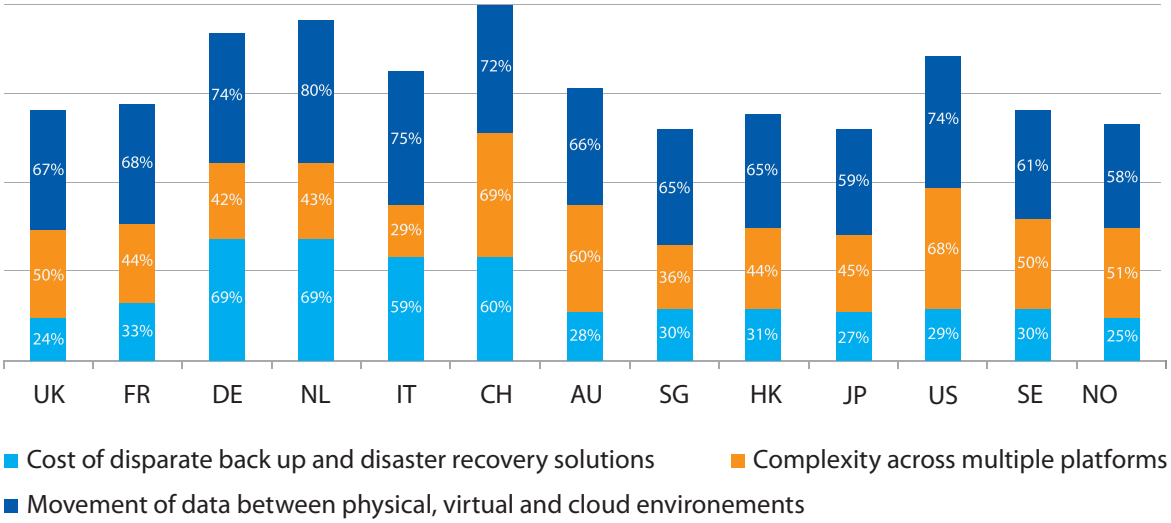
Respondents selected all that applies out of eight answers

Finding 6: Every business struggles with backup and DR in a hybrid environment

This study has already ascertained that almost every business around the world has some kind of virtualized (75%) or cloud (74%) infrastructure, and that these numbers are likely to grow in the near future.

Every region cited moving data between physical, virtual and cloud environments as their greatest challenge (68%) with regards to backing up in a hybrid environment. With each business using, on average, two or three different backup and DR applications, it is clear why they cite complexity (48%) as their second biggest challenge.

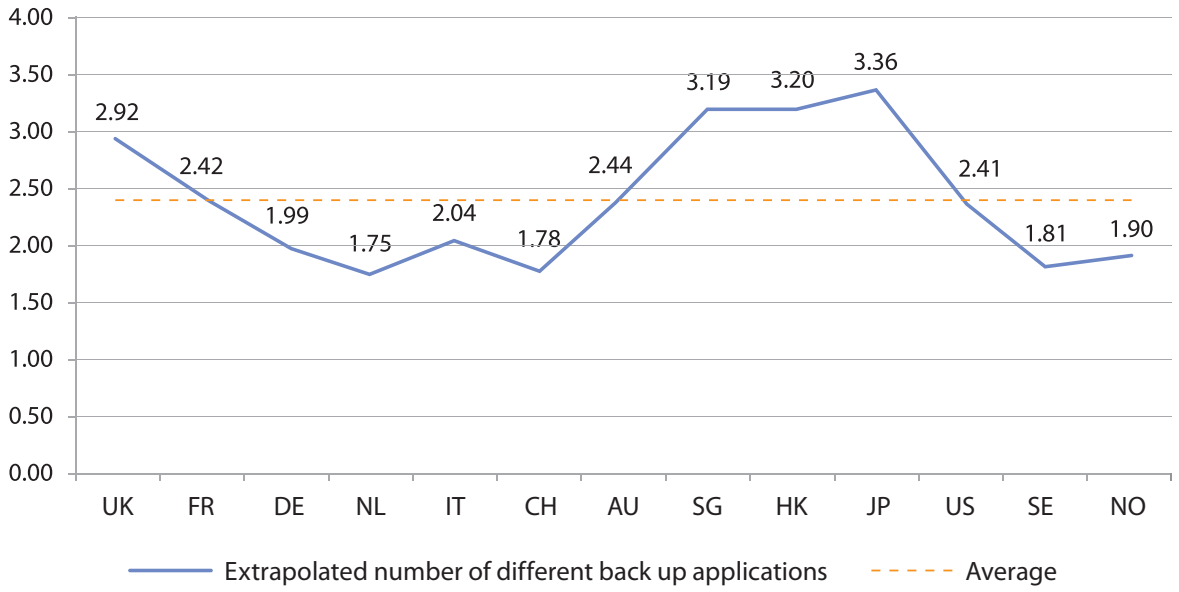
Chart: Challenges to backup in a hybrid IT environment



Respondents were asked to select their top three out of five options.

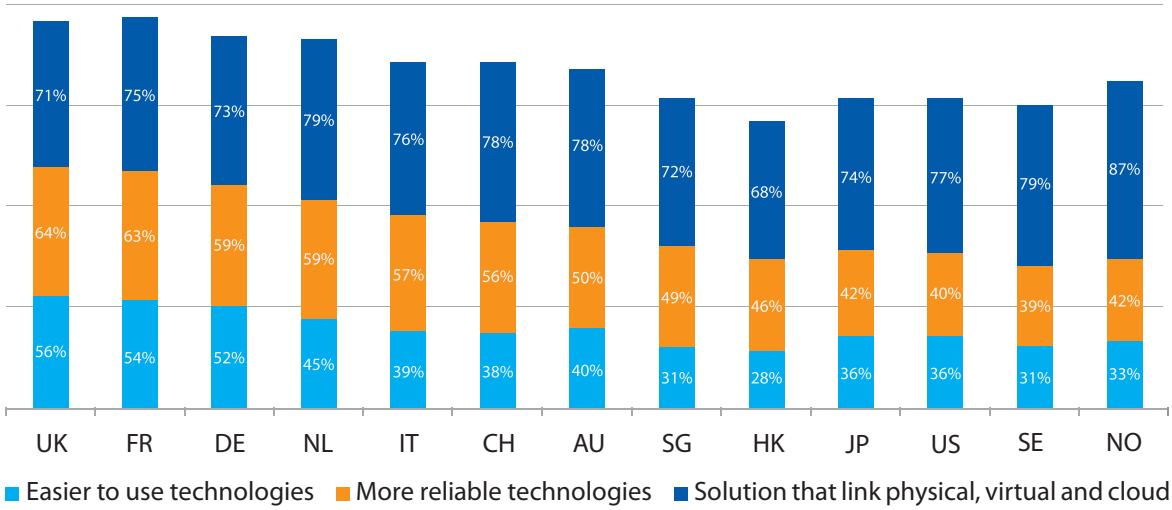
Businesses in Asia use the highest number of different backup and DR applications, with over a quarter (27%) having five or more applications to back up and recover data. The Global Index leaders, Germany and the Netherlands, use the lowest number of different applications. German and Dutch businesses are twice as likely to use just one backup and DR application than businesses in Asia.

Chart: Number of different backup applications used by organizations surveyed



Despite the extreme differences in the number of applications used, businesses around the world agree on one thing with regards to backup and DR; a single comprehensive solution would make their lives far easier. An overwhelming three-quarters (76%) stated that the most beneficial thing that could improve their backup and DR strategy would be a single solution capable of delivering physical, virtual and cloud protection. This came above the availability of best practice education on DR, tools to help secure exec buy-in and both easier to use and more reliable technology.

Chart: Top three recommandation to improve backup and DR



Respondents were asked to select their top three requirements out of six options.

Recommendations for backup and disaster recovery; a perspective from the study sponsor

In today's world backup and disaster recovery is still a subject which many SMB organizations still struggle with. We are often asked why this is. This survey goes some way towards offering an answer to this.

Clearly, organizations across the world are still struggling with getting some of the basics right. They still need support in obtaining executive buy-in, managing resources and implementing easy to use and reliable technology. To some extent, there is still a lack of best practices being provided by vendors, and many SMBs rely heavily on their channel partners to be their best practices advisors to help them make the right choices.

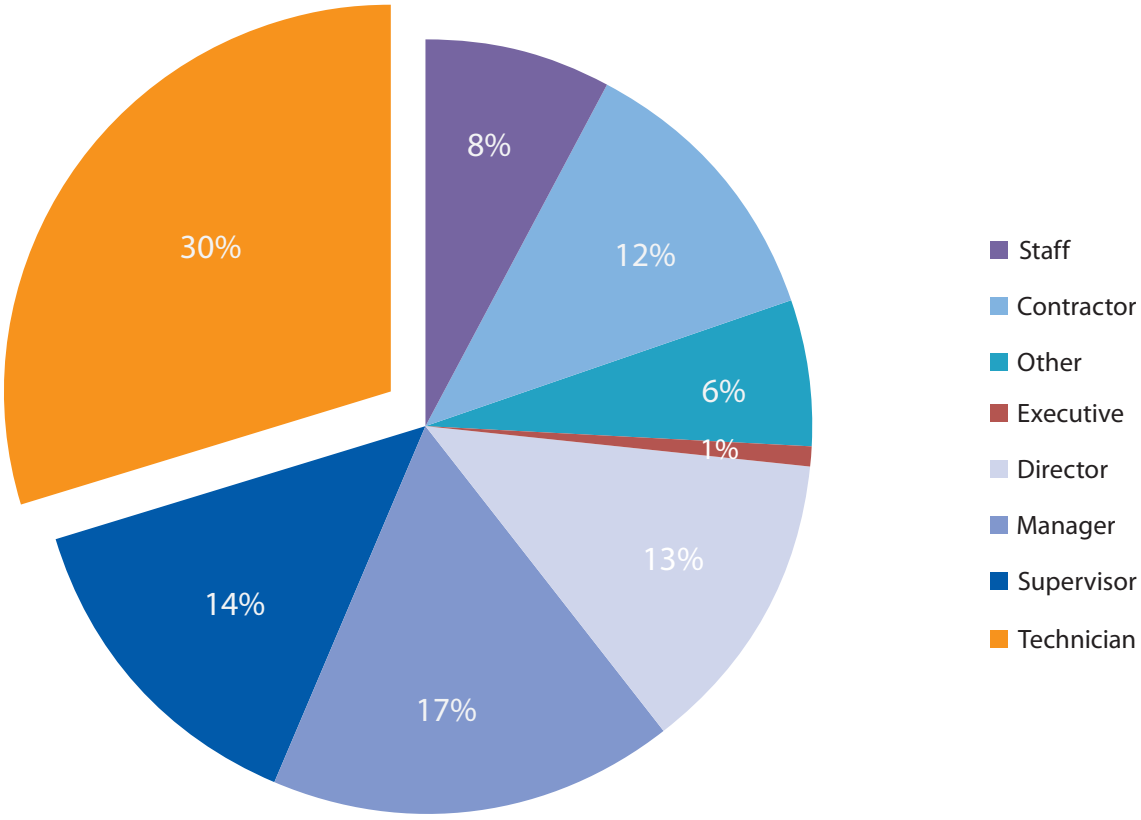
However, what has made the world more complex is the fact that organizations are now presented with three different platforms for their disaster recovery strategies: physical, virtual and cloud. Each platform has its own unique challenges and benefits. Some organizations will opt to keep purely physical, others will add virtualization while many will embrace all three.

Ultimately the success of any company's backup and DR is based on the availability of its systems and data and the impact that downtime has in terms of lost revenue and lost customers, regardless of the environment data and systems are held in. Using multiple different solutions to manage data across physical, virtual and cloud environments makes this process unnecessarily complicated and risks wasting valuable time and resources.

For most small to medium size businesses, a service's success is underpinned by its ability to deliver ease of use, cost effectiveness and flexibility, and by its ability to implement measures quickly enough to affect a near immediate positive impact. Both cloud services and virtualization can do this, so the future is bright. Managed in the right way, from one central, easy to use solution, they can offer businesses the ultimate backup and disaster recovery protection, ensuring that business continuity becomes easier to manage.

For IT managers around the world, we hope they find this survey useful and encourage them to take our online survey so they can compare their backup and DR practices against their counterparts in their own country and international benchmarks set in other countries.

Appendix 1: Chart: Respondent organizational level and reporting channel*

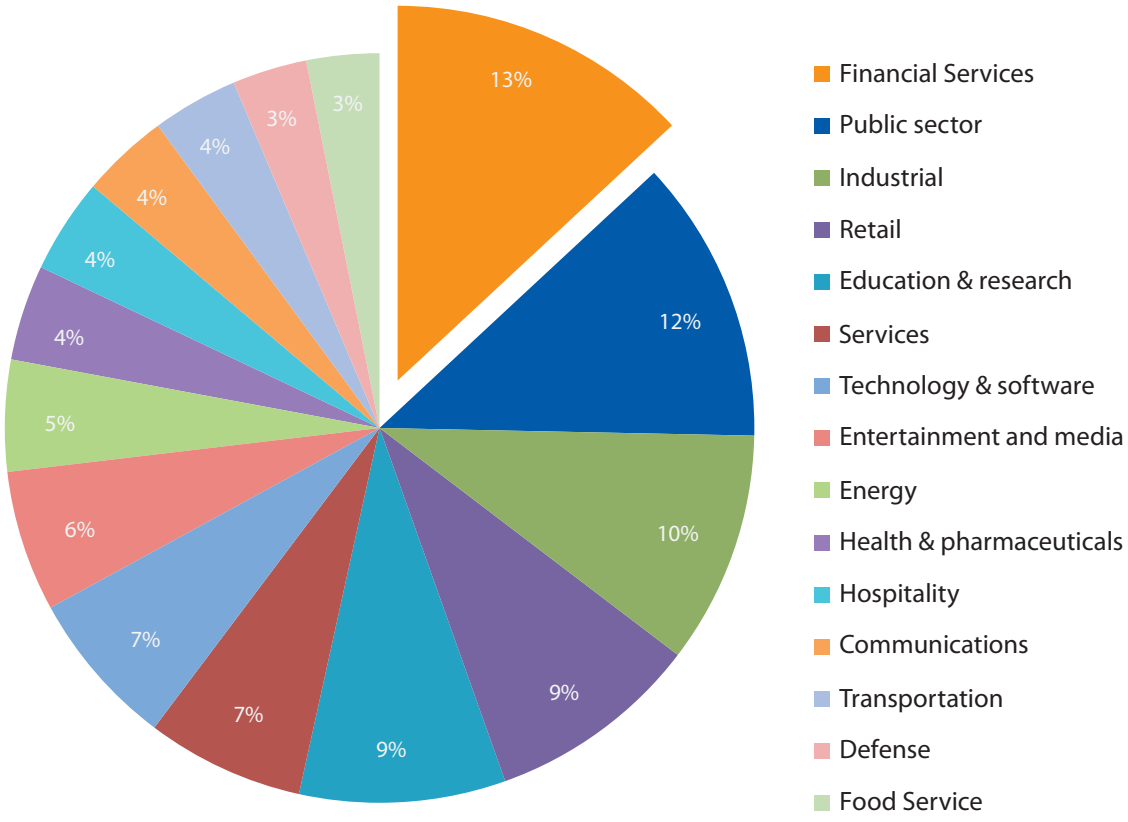


**All respondents were filtered to ensure the sample has involvement in backup and DR.*

Appendix 2: Break down of respondents by country

Country	Total respondents
Australia	259
France	231
Germany	483
Hong Kong	132
Italy	128
Japan	231
Netherlands	268
Norway	90
Singapore	102
Switzerland	116
Sweden	87
UK	411
US	516

Appendix 3: Chart: Industry break down of respondents



Appendix 4: Survey questions used for DR Index

Please rate your opinion for the following 11 statements using the scale provided below each item.

Our backup and disaster recovery operations are well managed.

☐ Strongly Agree ☐ Agree ☐ Unsure ☐ Disagree ☐ Strongly Disagree

We have little concern that our backup and disaster recovery operations will fail in the wake of a serious incident or event.

☐ Strongly Agree ☐ Agree ☐ Unsure ☐ Disagree ☐ Strongly Disagree

Business executives are supportive of our organization's backup and disaster security operations.

☐ Strongly Agree ☐ Agree ☐ Unsure ☐ Disagree ☐ Strongly Disagree

We have ample resources that enable comprehensive backup and disaster recovery operations.

☐ Strongly Agree ☐ Agree ☐ Unsure ☐ Disagree ☐ Strongly Disagree

We have ample technologies that enable comprehensive backup and disaster recovery operations.

☐ Strongly Agree ☐ Agree ☐ Unsure ☐ Disagree ☐ Strongly Disagree

We have ample controls and procedures that enable comprehensive backup and disaster recovery operations.

☐ Strongly Agree ☐ Agree ☐ Unsure ☐ Disagree ☐ Strongly Disagree

Our backup and disaster recovery procedures and policies are well documented.

☐ Strongly Agree ☐ Agree ☐ Unsure ☐ Disagree ☐ Strongly Disagree

We would not suffer substantial downtime in the event our organization experienced a serious incident or event (such as weather, cyber attacks and so forth).

☐ Strongly Agree ☐ Agree ☐ Unsure ☐ Disagree ☐ Strongly Disagree

Our IT and security personnel are qualified to execute backup and disaster recovery operations in the wake of a serious incident or event (such as weather, cyber attacks and so forth).

☐ Strongly Agree ☐ Agree ☐ Unsure ☐ Disagree ☐ Strongly Disagree

The migration to new technologies such as cloud computing and virtualization will make it easier to ensure backup and disaster recovery operations are efficiently managed.

☐ Strongly Agree ☐ Agree ☐ Unsure ☐ Disagree ☐ Strongly Disagree

We can recover quickly in the event of system down time.

☐ Strongly Agree ☐ Agree ☐ Unsure ☐ Disagree ☐ Strongly Disagree

About Ponemon Institute LLC

Ponemon Institute is dedicated to independent research and education that advances responsible information and privacy management practices within business and government. Our mission is to conduct high quality, empirical studies on critical issues affecting the management and security of sensitive information about people and organizations. As a member of the Council of American Survey Research Organizations (CASRO) we uphold strict data confidentiality, privacy and ethical research standards. We do not collect any personally identifiable information from individuals or company identifiable information in our business research. Furthermore, we have strict quality standards to ensure that subjects are not asked extraneous, irrelevant or improper questions. For more information, visit www.ponemon.org.

About Acronis

Acronis is a leading provider of easy-to-use backup, recovery and security solutions for physical, virtual and cloud environments. Its patented disk imaging technology enables corporations, SMBs and consumers to protect their digital assets. With Acronis' disaster recovery, deployment and migration software, users protect their digital information, maintain business continuity and reduce downtime. Acronis software is sold in more than 90 countries and available in 14 languages. For additional information, www.acronis.com. Follow Acronis on Twitter: http://twitter.com/acronis.

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