

# AVOIDING THE HIDDEN COSTS OF THE CLOUD

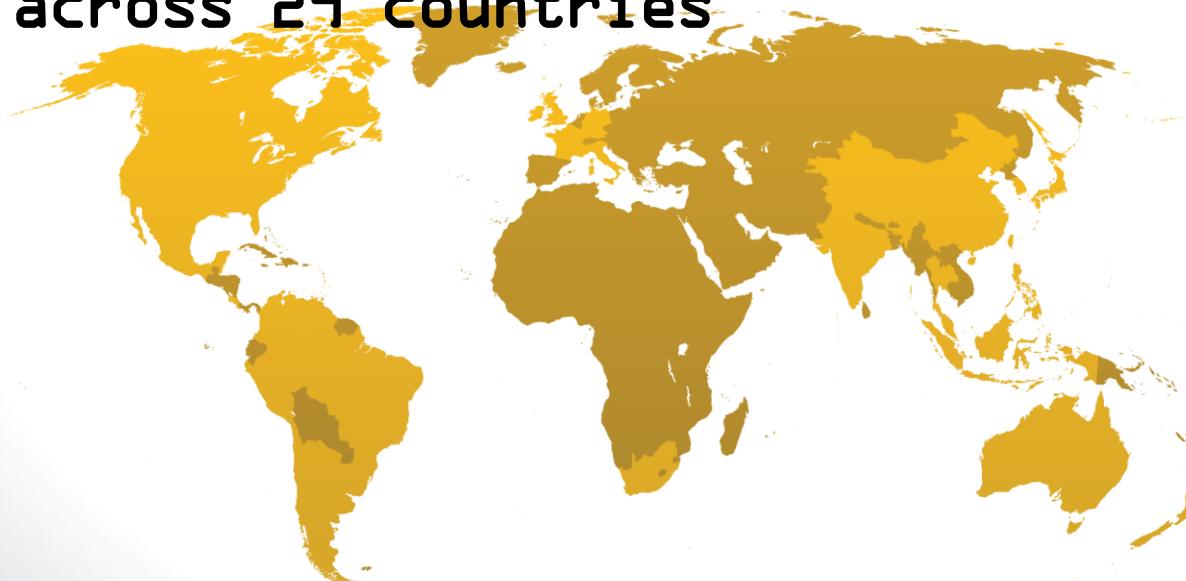
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## Germany Enterprise Results

2013

# METHODOLOGY

ReRez surveyed 3,236 global organizations across 29 countries



## North America (2 countries)

United States	102
Canada	100

## Latin America (7 countries)

Mexico	110
Brazil	102
OLAM	100

## EMEA (5 countries)

United Kingdom	204
Germany	201
France	202
Italy	201
South Africa	101

## APJ (13 countries)

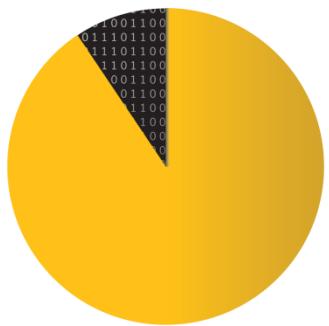
China	204
Japan	301
Australia/New Zealand	200
India	201
Singapore	150
South Korea	100
Hong Kong	103
Malaysia	150
Taiwan	103
Thailand	100
Philippines	101
Indonesia	100

# KEY FINDINGS

1. Organizations have fully embraced cloud
2. Success requires avoiding cloud's “hidden costs”
  - Rogue cloud implementations
  - Cloud backup and recovery issues
  - Inefficient cloud storage
  - Cloud compliance issues
  - Cloud eDiscovery issues
  - Cloud data in motion issues (SSL management)



## ORGANIZATIONS HAVE FULLY EMBRACED CLOUD



89% of organizations are  
are at least *discussing* cloud

**93%** of organizations are  
are at least *discussing* cloud services

## Top cloud services discussed

Cloud backup or storage  
Email management or security  
Security management  
Authentication

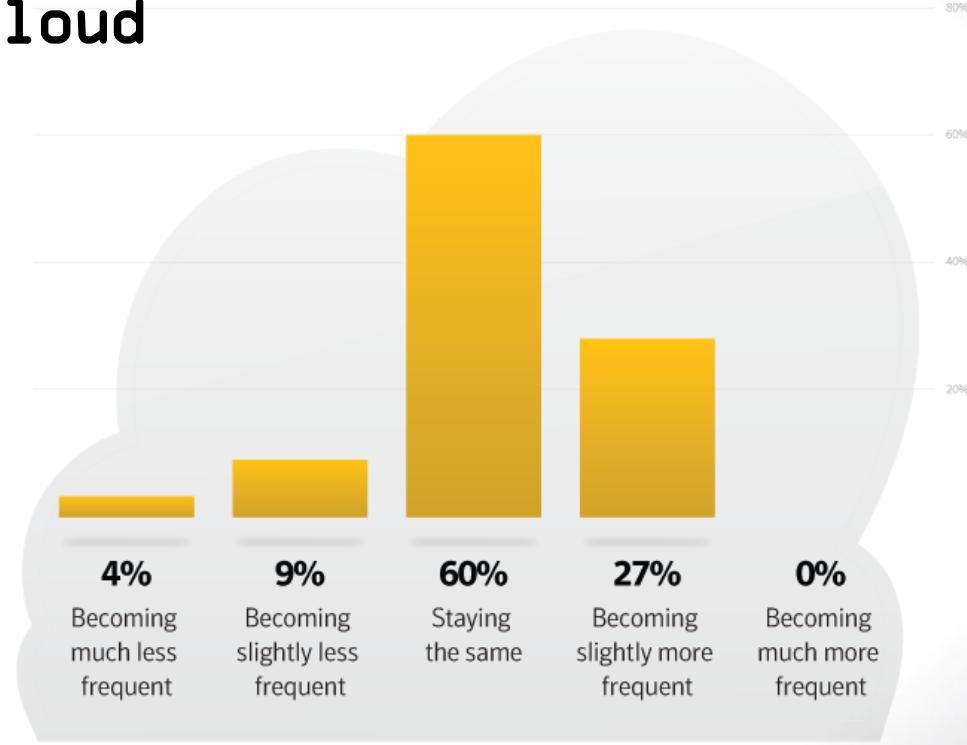
# ROGUE CLOUD ISSUES

79% have seen rogue cloud issues within past 12 months

## Top rogue cloud issues:

Security, data protection, control-related issues

How is the frequency of rogue cloud projects changing over time:



# CLOUD BACKUP AND RECOVERY ISSUES

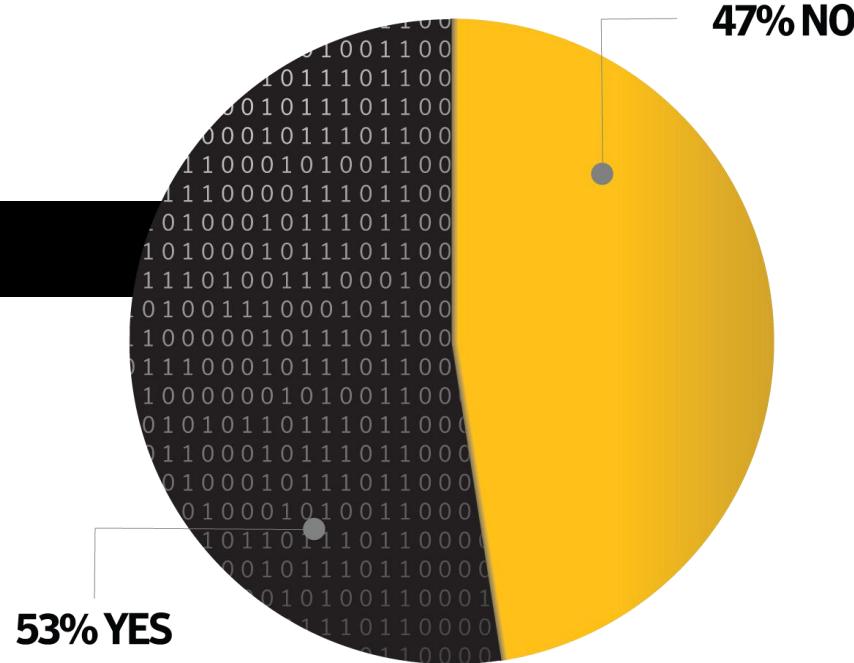
**61%** use three or more solutions to back-up physical, virtual and cloud data

**32%** have lost data in the cloud and had to recover from backups

**53%** have experienced a recovery failure in the cloud

Only **38%** rate cloud data recovery as fast

**15%** estimate 3+ days to recover cloud data  
**Have you ever had a recovery failure in the cloud? In other words, have you ever tried to restore lost data only to find your backup or archive did not work?**



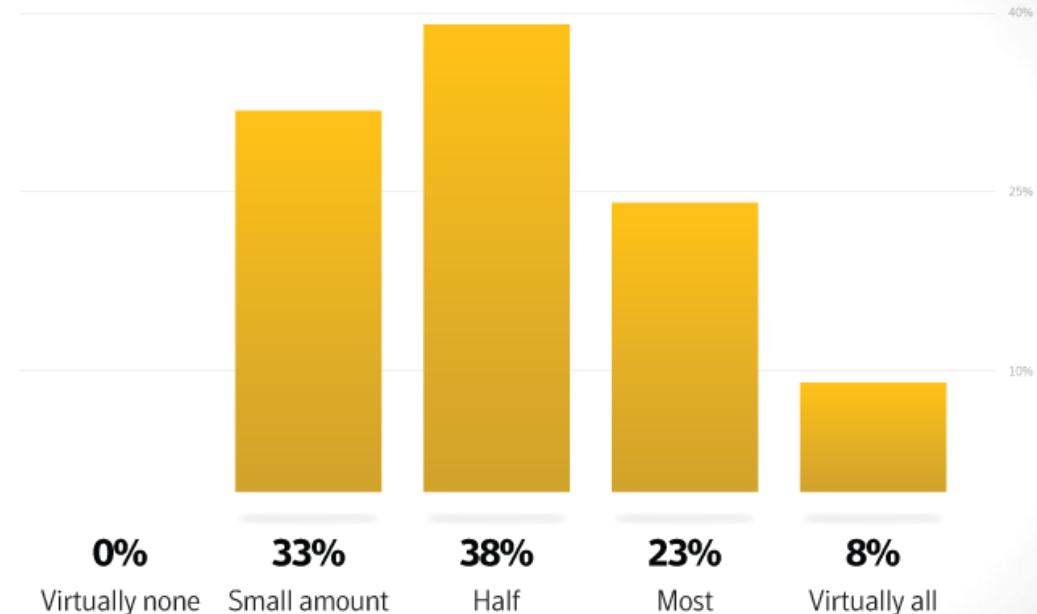
# INEFFICIENT CLOUD STORAGE

Global cloud storage utilization is **17%**

**33%** say very little of their cloud data has been deduplicated

**20%** say moving cloud for storage tiering is cumbersome

What is the status of the data you store in the cloud in terms of duplication:



# CLOUD COMPLIANCE ISSUES

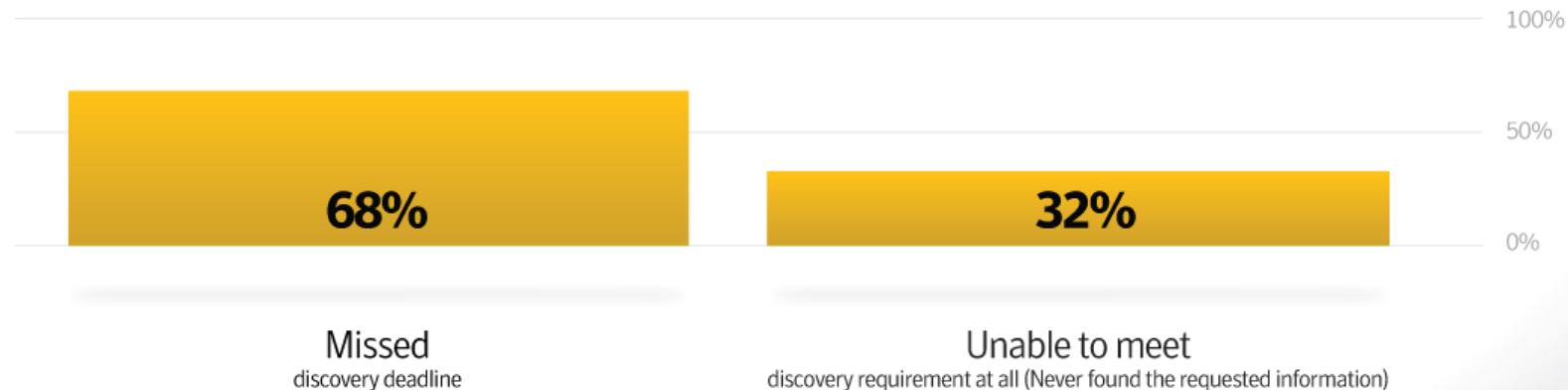
The level of concern about ability to accomplish these tasks:



19% fined for privacy violations in the cloud

# CLOUD eDISCOVERY ISSUES

22% have had eDiscovery requests for cloud data



# CLOUD DATA IN MOTION ISSUES



Only 29% say managing SSL certificates related to cloud is easy

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Only 42% are sure cloud-partner's certificates comply with internal standards

## RECOMMENDATIONS: MITIGATING HIDDEN COSTS OF CLOUD

1. Focus policies on information and people, not technologies or platforms
2. Educate, monitor and enforce policies
3. Embrace tools that are platform agnostic
4. Deduplicate data in the cloud

