

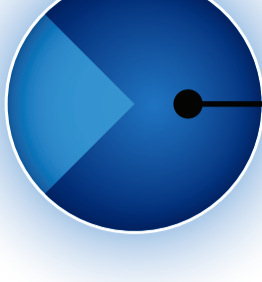
# EMC ASIA PACIFIC & JAPAN DISASTER RECOVERY SURVEY 2012:

FAILURE HAPPENS: IT DISRUPTIONS ARE A COMMON AND COSTLY BUSINESS EXPERIENCE

## THE PROBLEM



**71%** Asia Pacific & Japan companies experienced electronic data loss or system downtime in the last year

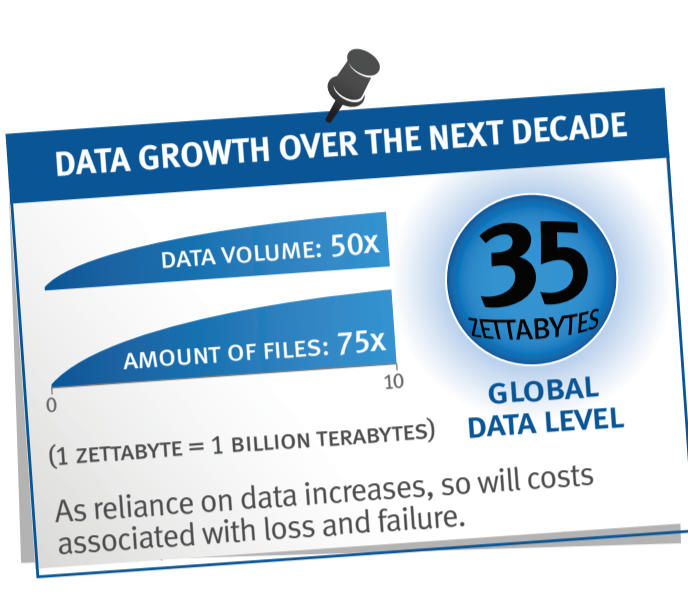


**81%** IT decision makers are not very confident they could fully recover after a disaster

## TOP 3 CAUSES OF DATA LOSS AND SYSTEM DOWNTIME



## THE TOP 3 WAYS IT IS HURTING THE BUSINESS



- LOSS OF PRODUCTIVITY INCLUDES:**
- 484GB** of data lost each year—the equivalent of 12.1 million emails.
  - Average of **2 days** business downtime
  - For a 2000-employee business, average yearly loss of **32,000 man hours**

## ARE YOU PLANNING WISELY?

### WAITING FOR TROUBLE:



52% review backup and recovery plans after disaster strikes

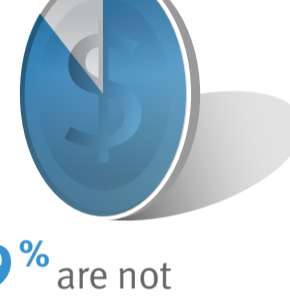
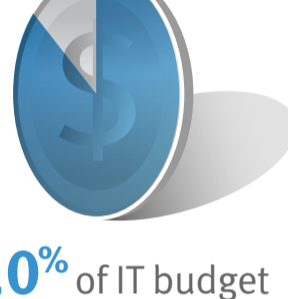


52% increased spending on backup and recovery after disaster strikes

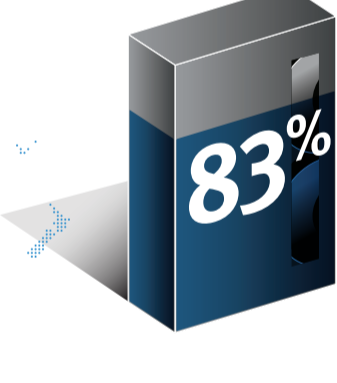
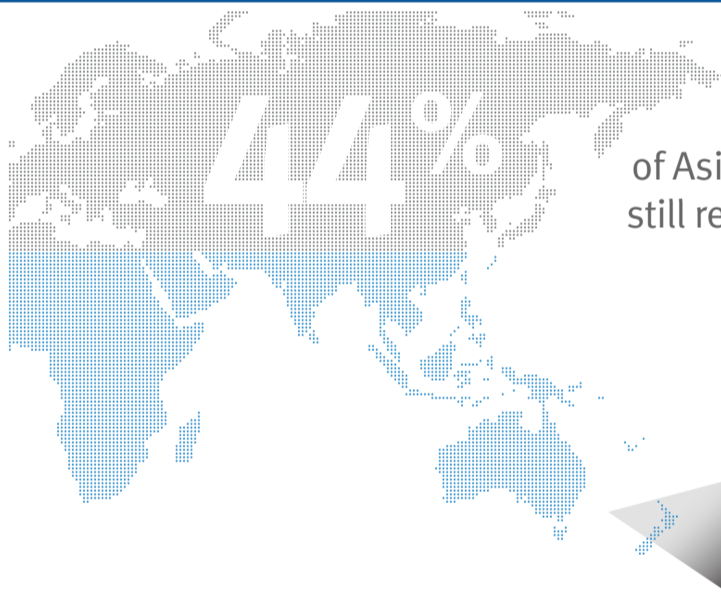


47% increased in digital security

### SPENDING DECISIONS FOR BACKUP AND RECOVERY:

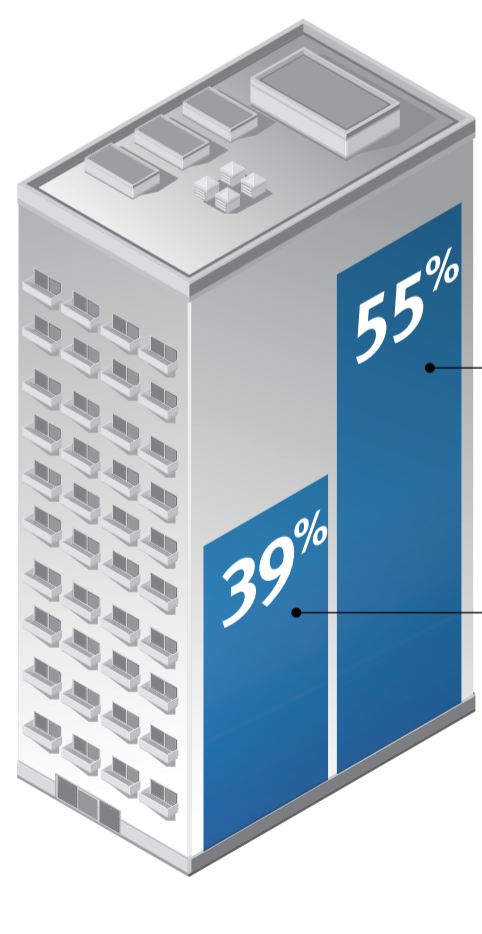


## NOW IS THE TIME TO REVIEW DISASTER RECOVERY PLANS



### TOP REASONS TO MOVE AWAY FROM TAPE

- 1. Faster backups 38%**
- 2. Speed of restoration 35%**
- 3. Durability purposes 28%**



### BENEFITS OF NEXT-GENERATION BACKUP AND RECOVERY



### MONEY SAVED

### TIME SAVED



### SOURCES

The Disaster Recovery Survey 2012: Asia Pacific and Japan: "Data Today Gone Tomorrow: How Well Companies Are Poised For IT Recovery" study (Vanson Bourne), an EMC-sponsored investigation of disaster recovery strategies from 2,500 IT decision-makers in private and public sector organizations in Australia, China, India, Japan, Korea, Indonesia, Malaysia, The Philippines, Singapore and Thailand.

IDC White Paper: "Generating Proven Business Value with EMC Next-Generation Backup and Recovery," sponsored by EMC, October 2011

IDC iView: "Extracting Value from Chaos," June 2011

