

COHESITY

COHESITY CUSTOMER SURVEY:

Strategies, Care-Abouts and Capabilities



WORLD BACKUP DAY 2022

COHESITY RESEARCH



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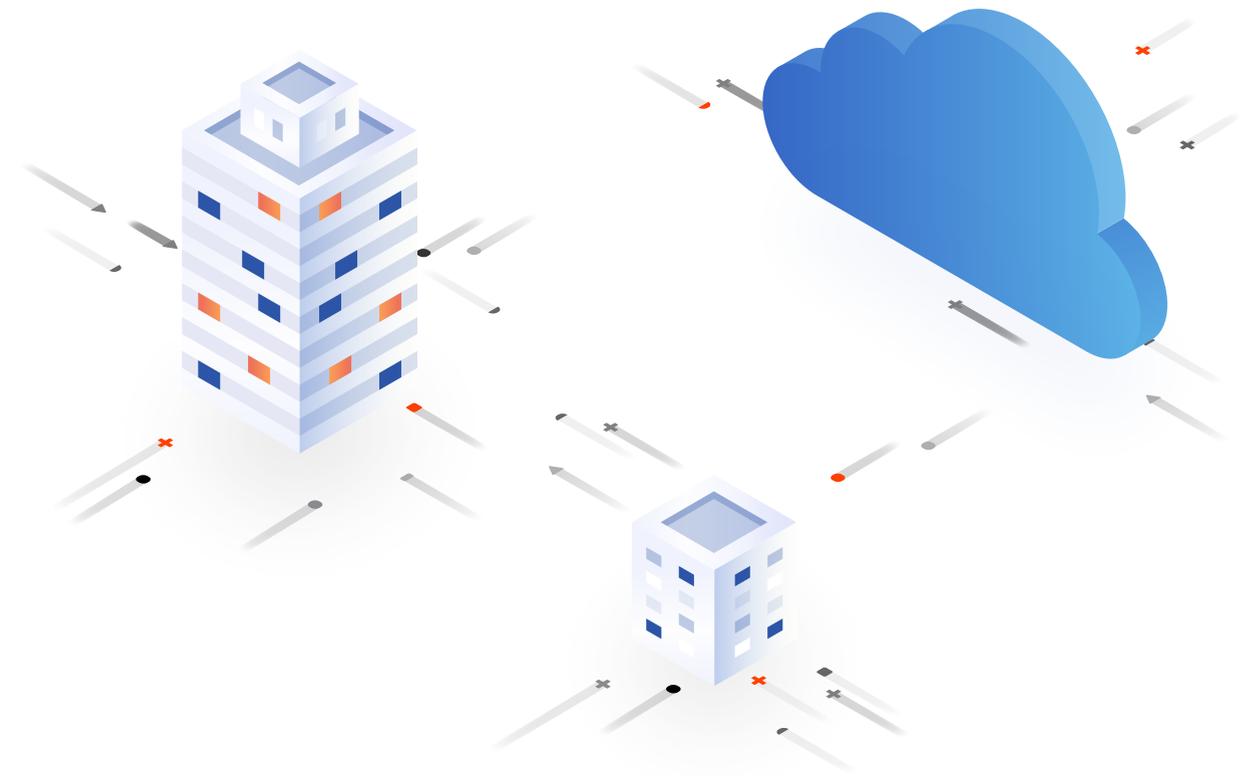
Introduction

World Backup Day is one of the largest tech-related event days in the world, with the goal of raising awareness about the increasing role of data, and the importance of regular backups and data preservation for individuals, commercial, and non-commercial organizations alike.

Over the last few years, the volume and severity of ransomware attacks hitting companies around the globe have dramatically changed the threat landscape. Attack frequency, what attackers are targeting, and most importantly, the ability to recover data has moved the conversation from one of an IT-level discussion to that of critical concern among C-level executives. Making this year the most significant World Backup Day...possibly ever.

In light of how rapidly some of these conditions and threats have evolved, Cohesity conducted a survey of its customers to get their perspective on top-of-mind strategies, concerns and capabilities. The respondents were asked how their backup strategy changed to combat the evolving threat of ransomware, what their top concerns about a ransomware attack are, and finally, to rank a list of capabilities for ransomware protection.

This snapshot provides us with a read on what our customers are currently thinking and care most about, and we're pleased to share the results on the following pages.



SURVEY RESULTS & KEY FINDINGS

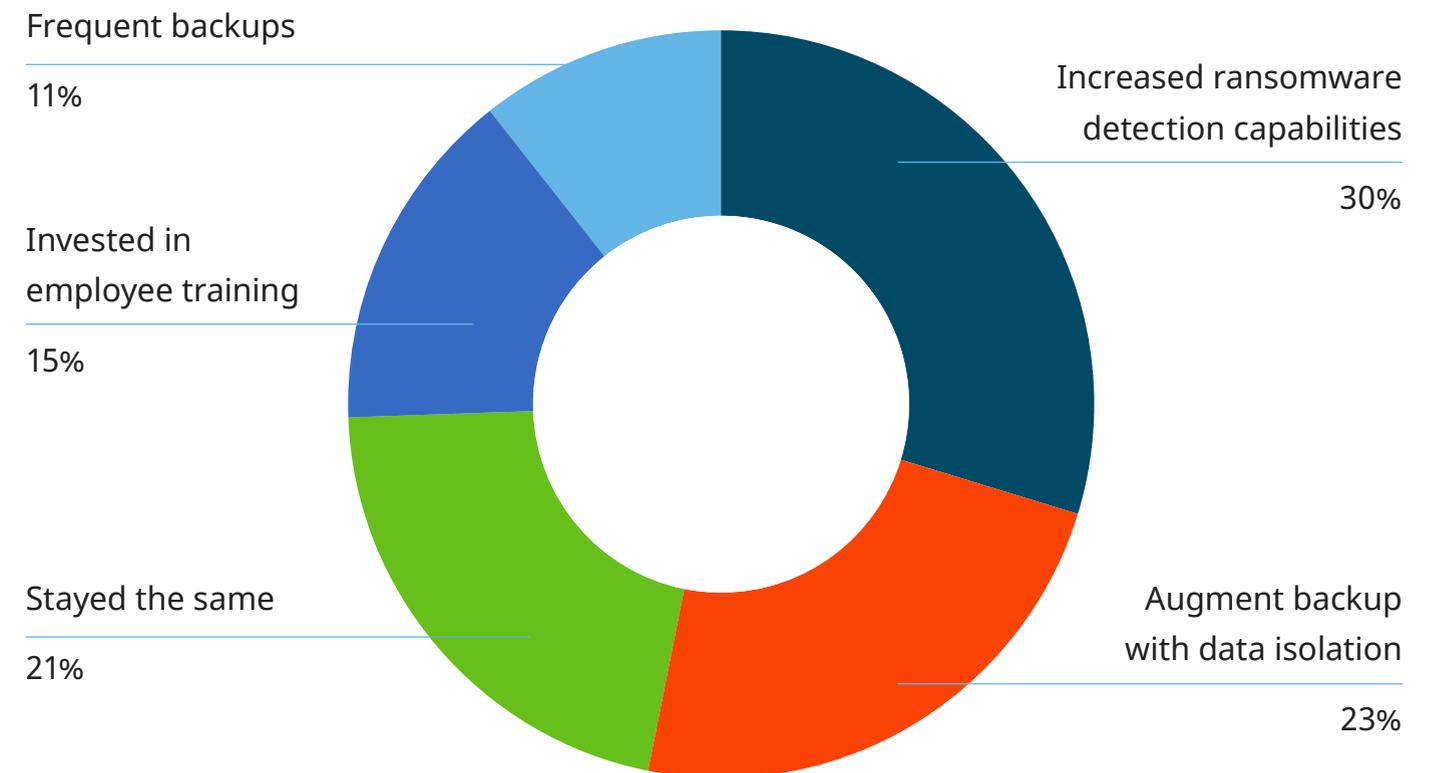
How has your backup strategy changed to combat the evolving threat of ransomware?

TAKEAWAYS:

30% of these respondents have increased ransomware detection capabilities. Perhaps what is more surprising is that 21% haven't.

Nearly 25% have added a layer of protection to their backup with data isolation.

With the old adage, people, process and technology, an investment in training people seems to be an area to improve at only 15%.



SURVEY RESULTS & KEY FINDINGS

What is your top concern about a ransomware attack?

TAKEAWAYS:

With nearly 50% of respondents worried about data encryption, customers saw the need to invest in a modern, immutable backup solution that would protect their backup data against encryption.

At 28%, there is a growing awareness that the malicious destruction of data, whether internal or external, is a serious threat, especially with the cloud and SaaS-based applications.

Data exfiltration/exploration at 23% represents a serious issue as cybercriminals leverage this tactic to sell data on the dark web as a double extortion scheme.



SURVEY RESULTS & KEY FINDINGS

How would you rank the following capabilities for ransomware protection?

TAKEAWAYS:

At #1, the use of AI/ML for ransomware detection isn't surprising when considering the increased threat visibility, proactive recommendations and remediation actions it provides.

With self-managed, hybrid support, and third-party integration all closely ranked, it shows that respondents value a robust but multifaceted approach to ransomware protection.

While the as-a-service approach seems tailored to early adopters, we believe the value of this approach will rapidly gain traction over the next 12 months.

An as-a-service delivered solution

11%

Integration with third-party solutions

19%

Hybrid support for as-a-service and self-managed

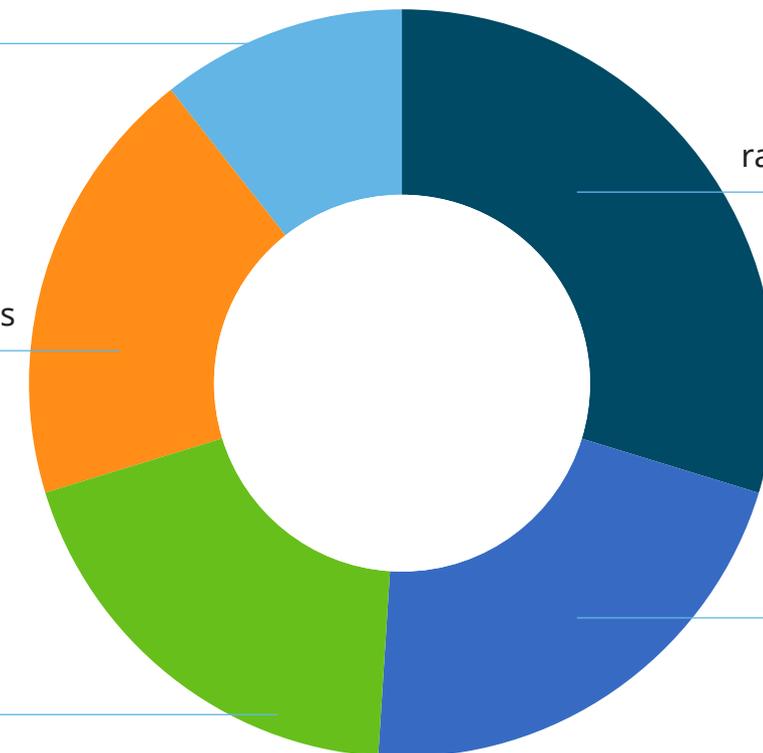
19%

Use of AI/ML for ransomware detection

30%

Self-managed

21%



RESPONDENTS

Cohesity polled existing customers through an internal customer communication channel about the following randomized questions:

How has your backup strategy changed since last year?

- Stayed the same
- Focus on data isolation with immutability
- Faster recovery
- Secured data protection platform
- Increased ransom detection capabilities

What is your top concern about a ransomware attack?

- Encryption of data
- Destruction of data
- Data exploration

How would you rank the following capabilities for ransomware protection?

- An as-a-Service delivered, solution
- On-prem solution
- Hybrid, support for as a Service and on-prem
- Integration with third-party solutions
- Use of AI/ML for ransomware detection

Infrastructure -
Sr. Manager, Admin

27%

Systems - Sr. Engineer,
Engineer, Admin

25%

IT - Sr. Manager,
Admin, Specialist

23%

Architect -
Solutions

9%

Cloud -
Sr. Engineer,
Operations

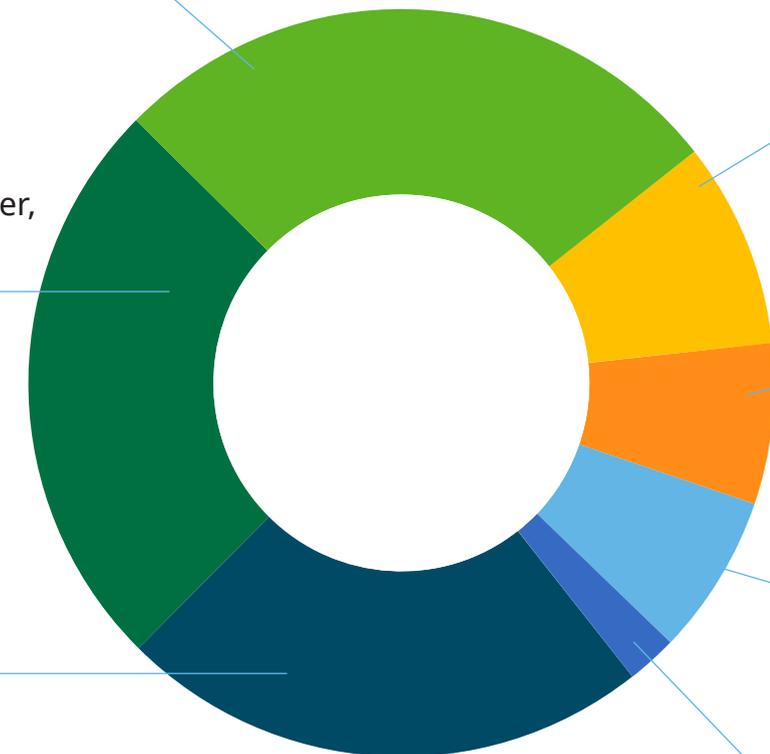
7%

IT Executive -
Sr. Dept. Head

7%

Storage -
Admin, Engineer

2%



ABOUT COHESITY

Cohesity makes it simple for organizations to backup, manage, secure, and derive value from their data—in the data center, edge, and cloud. Customers can use Cohesity software to manage data infrastructure directly, or have it managed for them through a Cohesity SaaS service, or both. Cohesity solves mass data fragmentation, makes data compliance a snap, and helps businesses thwart ransomware attacks.

Cohesity was named a [Leader on the Gartner Magic Quadrant](#) for Data Center Backup and Recovery Solutions and a Leader in “The Forrester Wave™: Data Resiliency Solutions.” The company is featured in the 2020 Forbes Cloud 100, CRN’s Coolest Cloud Companies of 2020, and is the top-ranked Leader among 16 vendors in the GigaOm Radar for Unstructured Data Management. Visit our [website](#) and [blog](#), follow us on [Twitter](#) and [LinkedIn](#), and like us on [Facebook](#).

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