



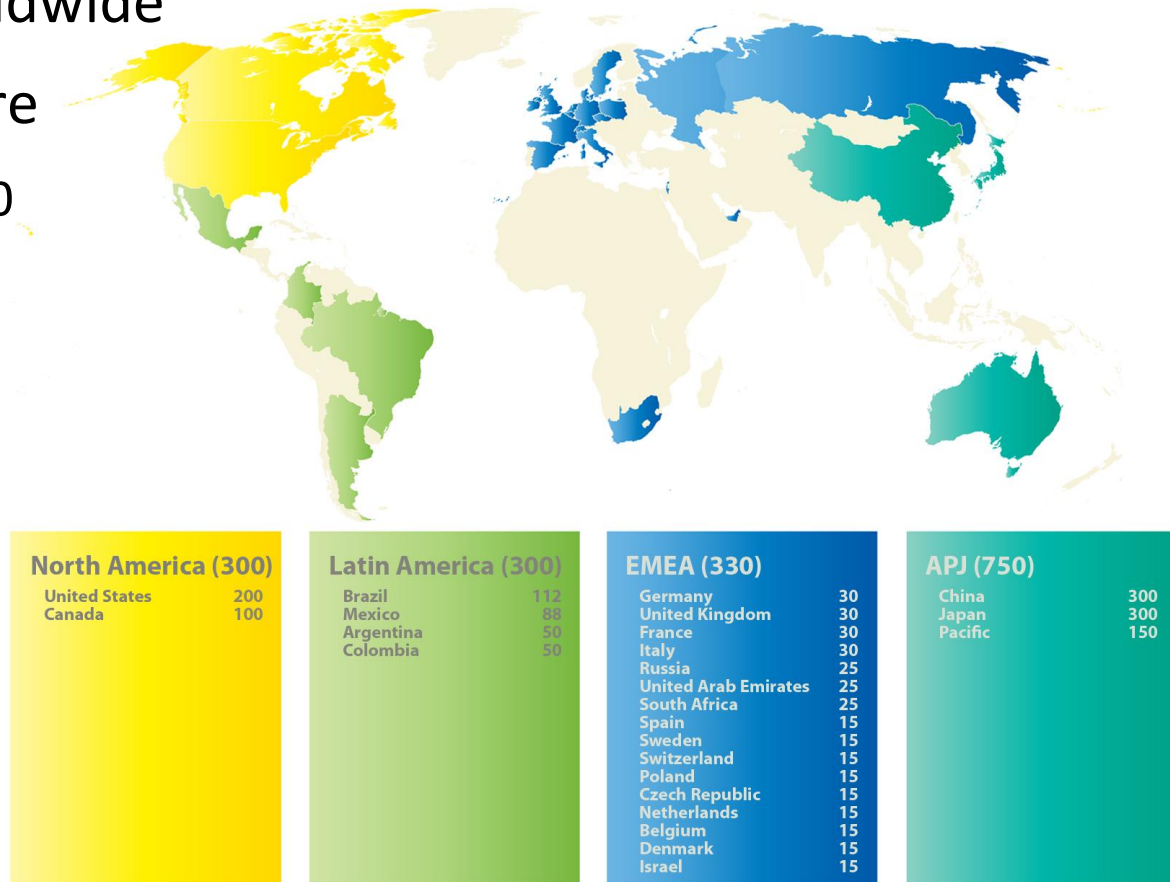
Symantec 2010 Information Management Health Check

Global Results



Methodology

- Applied Research telephone survey conducted in June 2010
- 1,680 enterprises worldwide
- 500 employees or more
 - Median: 2,500 to 10,000
- 26 countries
- Cross-industry
- IT and Legal staff
- Tiered the responses



Key Findings

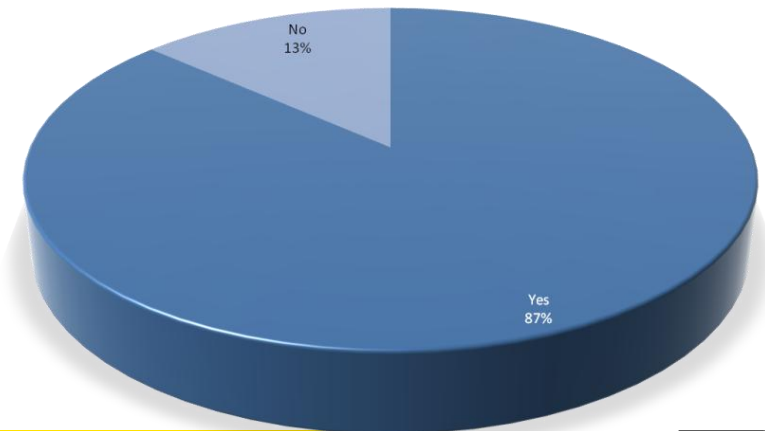
- Gap between information management *goals* and *practice*
- Gap is driving common information management mistakes
- Mistakes are causing serious consequences



Information Management Gap

- Goal:
 - 87% believe a proper information retention strategy should allow them to delete unnecessary information
- Practice:
 - Less than half (46%) have a formal information retention plan
 - Differences in how IT and legal respondents responded to lack of information retention plan

Q28: Do you believe that a proper information retention strategy/policy should allow you to delete unnecessary information?



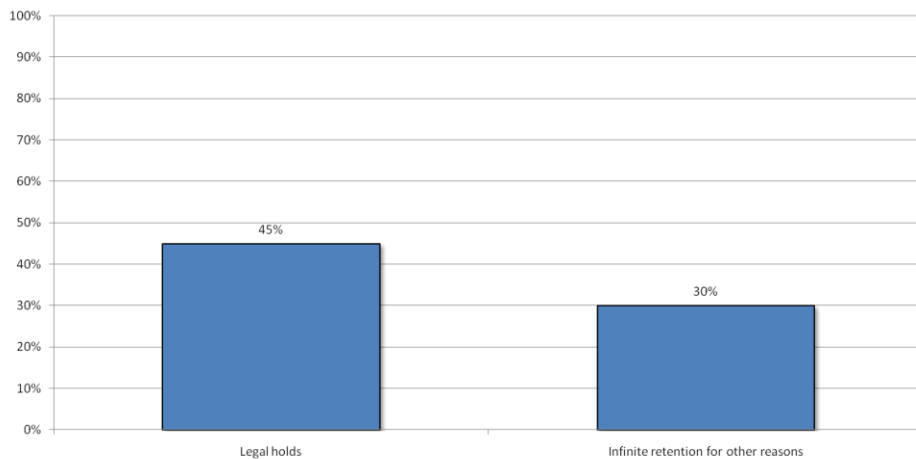
Information Management Mistakes



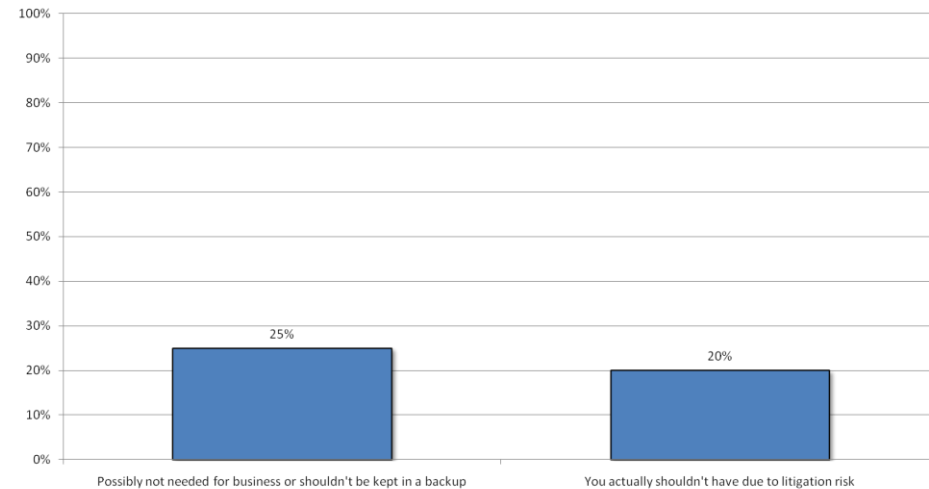
Over-Retention

- 75% of backups have infinite retention or are on legal hold
- 25% of backup data not needed, shouldn't be retained
- One in six companies archive files indefinitely

Q13: What percentage of your backup storage is dedicated to each of the following?
(Medians shown)



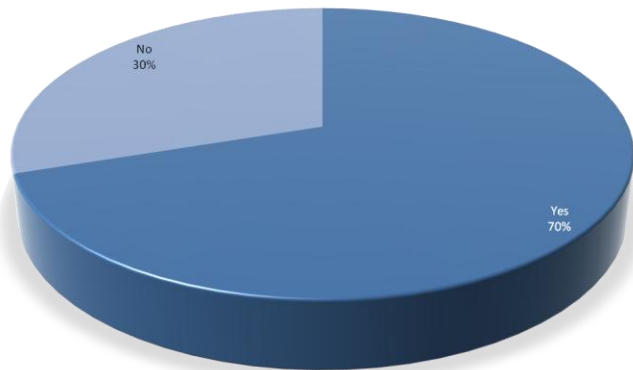
Q16: What percentage of your backup data is data that...
(Medians shown)



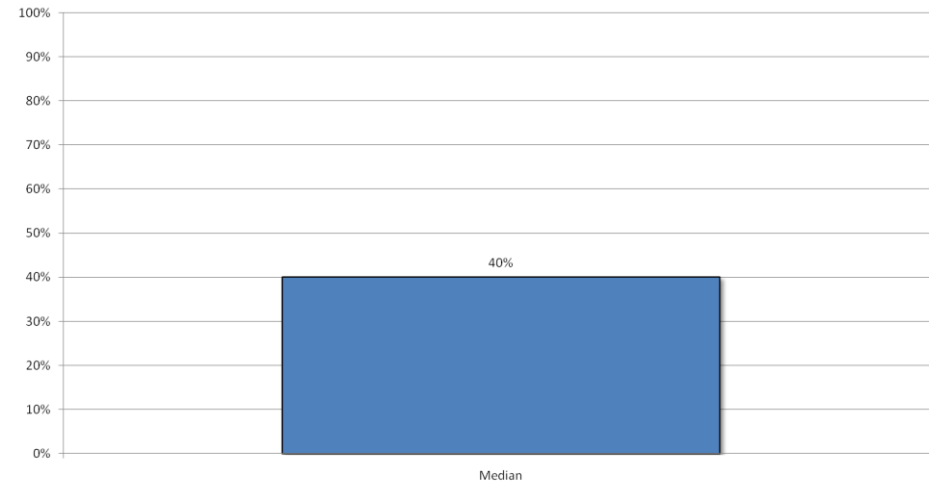
Improper Legal Hold Practices

- 70% perform legal holds using backup
- 25% preserve entire backup set for legal holds on files and documents
- 45% of backup storage comes from legal holds

Q12: Are you routinely performing legal holds in your backup environment?



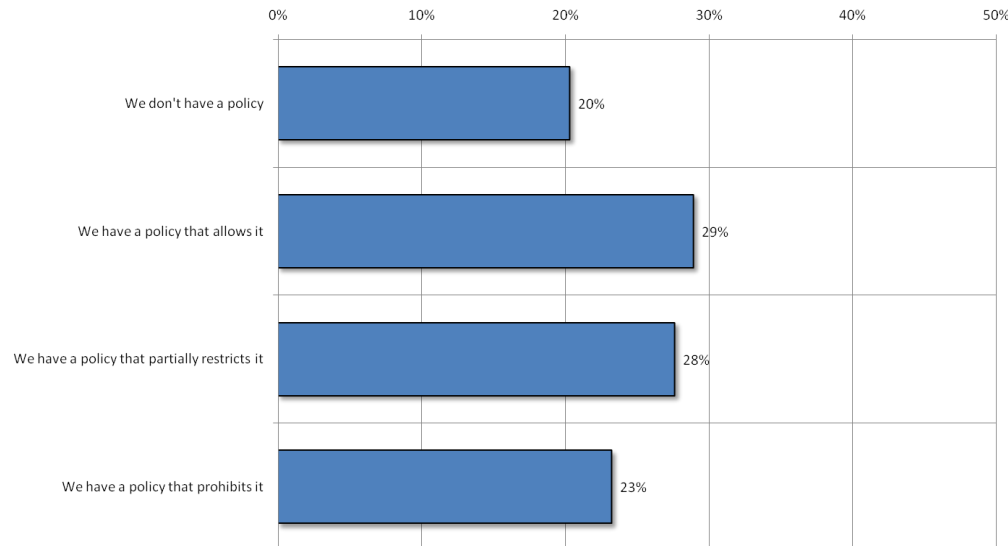
Q75: What percentage of information that is placed on legal hold is not specifically relevant for that litigation?



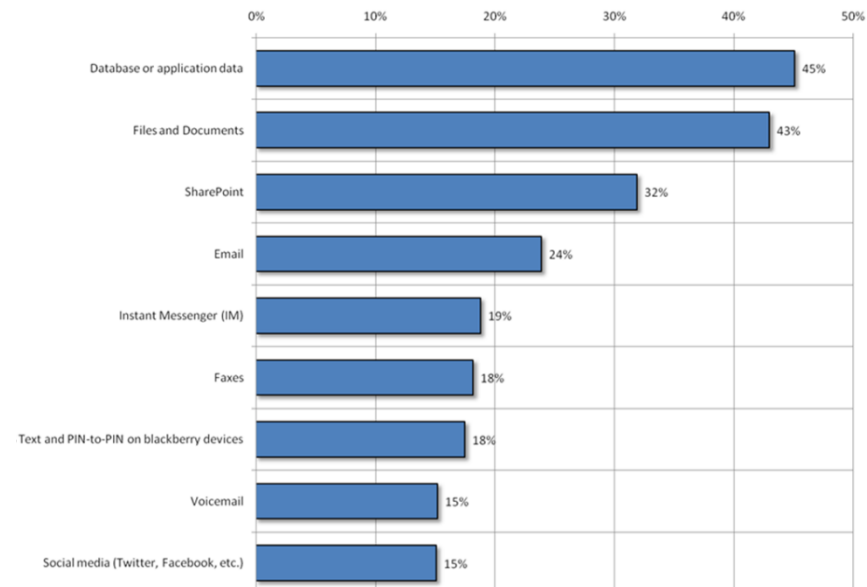
Improper Backup, Recovery and Archive Practices

- While most (51%) prohibit end-user archives, 65% report end users do so anyway
- Nearly half use backup software for archiving files & documents

Q24: What is your policy around end users creating their own archives?



Companies using backup software to archive



Best vs. Worst Practices in Information Management

Top tier

- **71%** have information retention plans
- **26%** use backup software for archiving
- Unnecessary backup data: **10%**
- Legal holds: **20%** of backup storage



Bottom tier

- **27%** have information retention plans
- **49%** use backup software for archiving
- Unnecessary backup data: **50%**
- Legal holds: **60%** of backup storage



Consequences



	Over-retention	Improper legal holds	Improper backup and archiving
High storage costs	Red	Red	Grey
Long backup windows	Red	Grey	Red
Excessive recovery times	Red	Grey	Red
Increased litigation risk	Red	Red	Red
Inefficient eDiscovery	Red	Red	Red

Symantec Recommendations

- Create a formal information retention plan
- Stop using backup for archiving and legal holds
- Deploy deduplication to reduce storage amount
- Delete according to your information retention plan
- Use an archive system for eDiscovery

