STATE OF INFORMATION CANADA RESULTS

2012
METHODOLOGY

INTRODUCTION

INFORMATION IS SKYROCKETING... AND IT'S EXPENSIVE

IT IS HIGHLY VALUABLE TO BUSINESS TODAY

YET, IT'S NOT BEING PROTECTED

RECOMMENDATIONS—PUTTING THE “I” BACK IN IT
Symantec commissioned ReRez Research to conduct the State of Information Survey among companies with five to more than 5,000 employees in February and March of 2012. They contacted business and IT executives at 4,506 organizations in 38 countries. Within Canada, there were 500 responses.

The survey has a reliability of 95 percent with +/- 1.5 percent margin of error. The margin of error within Canada was 4.4%.
Electronic information is more valuable than ever to organizations. Think about how many transactions are conducted online, or about the amount of virtual collaboration that takes place. Consider the phenomenal volumes of data businesses store and how critical that data is for day-to-day operations.

Despite the importance of information, many companies fall short when it comes to effectively managing this valuable resource. Businesses need to develop an “information-centric” model that helps address problems such as information sprawl, lost data and the high cost of storage.
It’s well known that organizations are storing huge amounts of information in IT resources such as data centers, desktop PCs, laptops, smartphones, tablets, backup systems and archives. Symantec’s research gives an indication of just how mammoth data stores have become. Globally, the typical small and mid-sized business (SMB) has 563 terabytes of data across all stores and devices. While that might sound like a lot, it is dwarfed by the volume of information the typical enterprise has: about 100,000 terabytes.

Worldwide spending on business information is

1.1 TRILLION DOLLARS

(Enough money to buy an iPad for every worker in the world)
Information is costly for businesses of all sizes

$38 million for Enterprise

$332,000 for SMB

Data stores will continue to grow, according to the survey, by 67 percent over the next year for enterprises and by 178 percent for SMBs.

Managing all this information is a major expense for organizations. SMBs on average spend $332,000 on information, while enterprises spend an average of $38 million. Interestingly, per-employee spending on information is higher for SMBs ($3,670) than for enterprises ($3,297).

The likely reason for this is economies of scale. For example, an SMB with 50 employees might spend $183,500 on business information, and an enterprise with 2,500 employees might spend $8.2 million on business information.

To put the volume of information and the spending on information management in perspective, when you extrapolate the numbers to the entire world, organizations globally spend $1.1 trillion on managing their information. The combined amount of information for all businesses worldwide is 2.2 zettabytes (one zettabyte equals one million terabytes).

One way to visualize this is if 10 kilobytes of text fills a sheet of paper, the stacked sheets would stand as tall as 1,287 Empire State Buildings, or 374 miles.
Just how valuable is information? Based on the responses from 500 IT professionals in Canada, an estimated 50 percent of the worth of organizations is derived from the information they own.

Respondents say information = 50% of organizations total value
The consequences of losing some or all of their information would be devastating to businesses. When survey respondents were asked what would happen if their organization’s information were to be irrevocably lost with no chance of recovery, the responses included damage to the brand (48 percent), lost customers (48 percent), increased expenses (43 percent), and decreased revenue (43 percent).

Loss of this information would be catastrophic.
Despite the importance of information to organizations of all sizes, and the amount of money they’re spending managing it, IT executives still face multiple challenges.

For one thing, there’s the issue of duplicated data. Companies on average estimate that as much as 43 percent of their information is duplicated data.

In the past 12 months:

- **62%** lost important business information
- **68%** exposed confidential information

43% of data is duplicate

- 23% had compliance failures
- Storage utilization — **31% inside** the firewall and **17% outside**
- 24% said **information sprawl** a somewhat/significant factor in these mishaps
Another challenge is that organizations have fairly low storage utilization rates—31 percent inside the firewall and even lower (17 percent) outside—according to the survey.

Perhaps an even bigger concern is the loss of data. Almost two thirds of businesses said they had lost important information in the previous 12 months, due to causes such as human error, hardware failure, software failure and lost or stolen mobile devices.

Two-thirds have experienced the exposures of important confidential information outside the organization, and one-fourth have had regulatory compliance issues in the past year. One in four of the organizations say information sprawl is a big factor in mishaps such as these.
PUTTING THE “I” BACK IN IT

Fortunately, organizations can address these challenges by taking steps to build an information-centric IT model. Symantec suggests a five-prong approach.

Focus on the information, not the device or the data center: The first step is to focus on building an information infrastructure that optimizes the ability of the organization to find, access and consume critical business information. Many businesses are at this stage today, adopting technologies such as virtualization, cloud computing and mobile devices and applications.

1. **Focus on the Information, not the device or data center**
2. **Not all Information is Equal**
3. **Be Efficient**
4. **Consistency is Key**
5. **Stay Agile**
To complete the process, companies need to integrate information protection solutions that work across the entire infrastructure, from physical to virtual to cloud and mobile environments. This includes provisions for security, backup, storage management, availability and endpoint management.

**Not all information is equal:** Organizations need to gain a complete understanding of their information. The survey showed that many organizations lack even basic knowledge such as who owns specific information, how important the data is or even whether it is personal or business in nature.

By mapping and classifying information, organizations can discover its relative value. This makes it easier to prioritize security, protection and management resources so that companies can focus on the information that really matters to them.

**Be efficient:** Deduplication and archiving help companies protect more, but store less, to keep pace with exponential data growth.

**Consistency is key:** It is important to set consistent policies for information that can be enforced without fail wherever it’s located... in physical, virtual and cloud environments. Such an effort unifies information classification, automates discovery of who owns and uses specific information, controls access and distribution, automates information retention and deletion, and speeds the process of eDiscovery.

**Stay agile:** Finally, stay agile and plan for future information needs by implementing a flexible infrastructure to support continued growth.

By taking these steps, organizations can move to a truly information-centric IT model to protect their valuable information in the most cost-effective manner.