


THE SILVER LINING

Protecting Corporate Information in the Cloud

MOST EXECUTIVES TODAY KEEP THEIR HEADS IN THE CLOUD

67% 
of corporate executives worldwide use cloud services

64% 
believe the benefits of cloud-based tools outweigh potential risks to data security

BUT MANY STILL WORRY ABOUT DATA SECURITY >

45% 
feel very confident when their company's sensitive data rests in the cloud

34%
feel very confident when their company's sensitive data moves in/out of the cloud 

68%
are reluctant to embrace cloud services because of security concerns. And only a minority of those surveyed feel "very confident" about cloud security.

37% 
feel very confident when their company's sensitive data is being uploaded to/retrieved from the cloud

EXECUTIVES WORRY BECAUSE >

NEARLY 25%
of employees use cloud tools (such as file storage) without IT approval


79%
of employees admit engaging in **risky behavior** — intentionally or unintentionally — that places corporate data at risk (such as using personal email for business purposes)

48% 
of employees **don't think about security risks** when transferring files or sharing documents over cloud-based services

51% 
of employees believe safeguarding corporate information is **IT's problem, not theirs**

TO MAKE THE CLOUD SAFER, COMPANIES ARE

 Increasing security budgets

 Investing in education and awareness programs (8 in 10 surveyed)

BUT COMPANIES STILL NEED TO

Employ **data loss prevention (DLP)** tools to protect information from loss and theft. This type of safety net can help companies achieve agility and boost employee productivity while maintaining visibility and control of sensitive data.

[CLICK HERE TO READ THE STUDY'S EXECUTIVE SUMMARY](#)



Source: Keeping Your Data Safe: Protecting Corporate Information in the Cloud, July 2015; WSJ. Custom Studios and Symantec Corporation; Sample size was 360 business and IT executives in the U.S., U.K., Germany and Japan.