

STATE OF INFORMATION GLOBAL RESULTS

2012

CONTENTS

3 **METHODOLOGY**

4 **INTRODUCTION**

5 **INFORMATION IS SKYROCKETING... AND IT'S EXPENSIVE**

7 **IT IS HIGHLY VALUABLE TO BUSINESS TODAY**

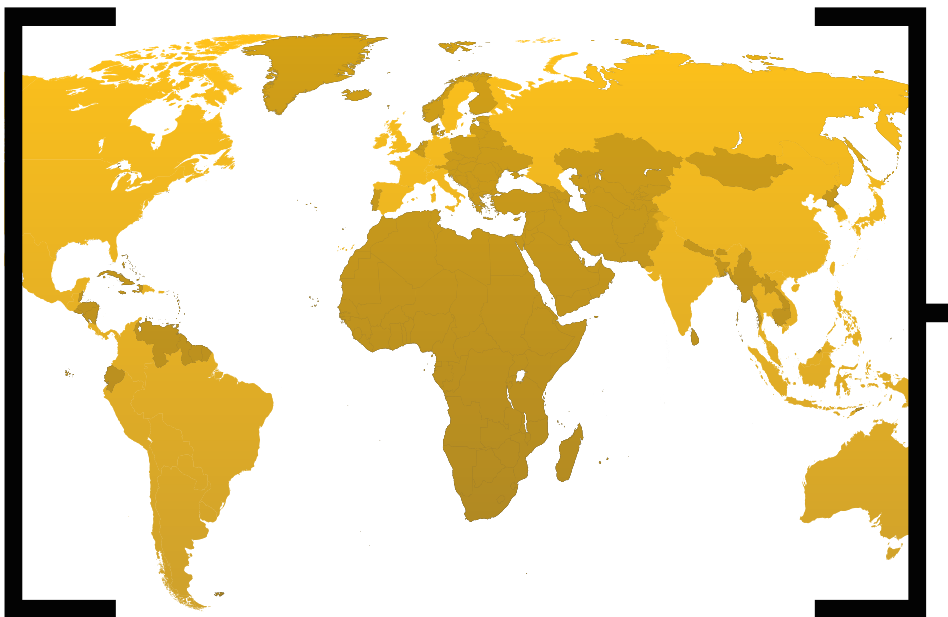
9 **YET, IT'S NOT BEING PROTECTED**

11 **RECOMMENDATIONS—PUTTING THE “I” BACK IN IT**

METHODOLOGY

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 36 countries.

The survey has a reliability of 95 percent with +/- 1.5 percent margin of error.



ReRez surveyed

4,506 global organizations
36 countries

North America (2 countries)

United States	500
Canada	500

Latin America (12 countries)

Brazil	150
Mexico	150
NOLA	100
SOLA	100

EMEA (8 countries)

France	202
Germany	201
United Kingdom	200
Italy	200
Russia	100
Spain	100
Sweden	100
Switzerland	100

APJ (14 countries)

China	203
Australia/New Zealand	200
India	200
Japan	200
Singapore	200
Indonesia	100
Hong Kong	100
Malaysia	100
Philippines	100
South Korea	100
Thailand	100
Taiwan	100
Vietnam	100

INTRODUCTION

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.



INFORMATION IS SKYROCKETING...

... AND IT'S EXPENSIVE

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. The typical small

Worldwide spending on business information is

1.1 TRILLION DOLLARS

(Enough money to buy an iPad for every worker in the world)

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.



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 billion 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.



IT IS HIGHLY VALUABLE

TO BUSINESS TODAY

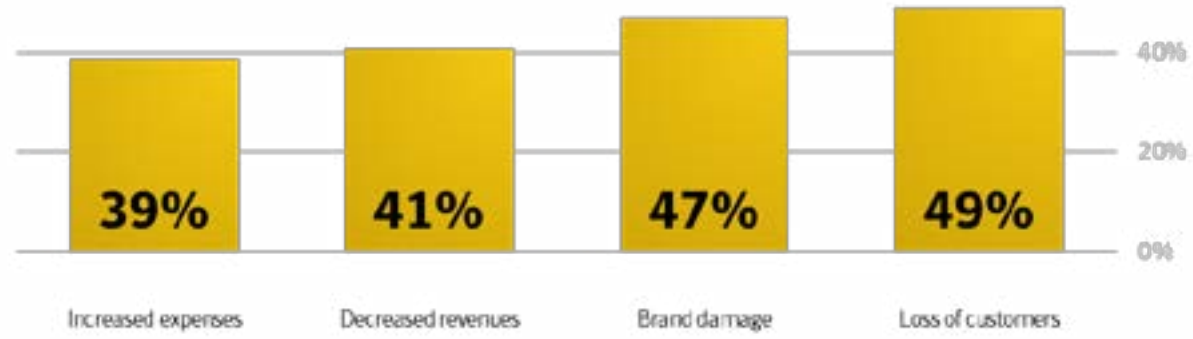
Just how valuable is information? Based on the responses from 4,506 IT professionals, an estimated 49 percent of the worth of organizations is derived from the information they own.



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 lost customers (49 percent), damage to the brand (47 percent), decreased revenue (41 percent), increased expenses (39 percent) and a tumbling stock price (20 percent).

Loss of this information would be catastrophic

Consequences of Losing Business Information



An IT manager at a large engineering firm who took part in a focus group related to the research put it this way: "We would have to fold our operations for at least a couple of years before we'd come back again." Others predicted they'd lose their jobs or that their companies would be sued or go bankrupt.

YET, IT'S NOT BEING PROTECTED

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.

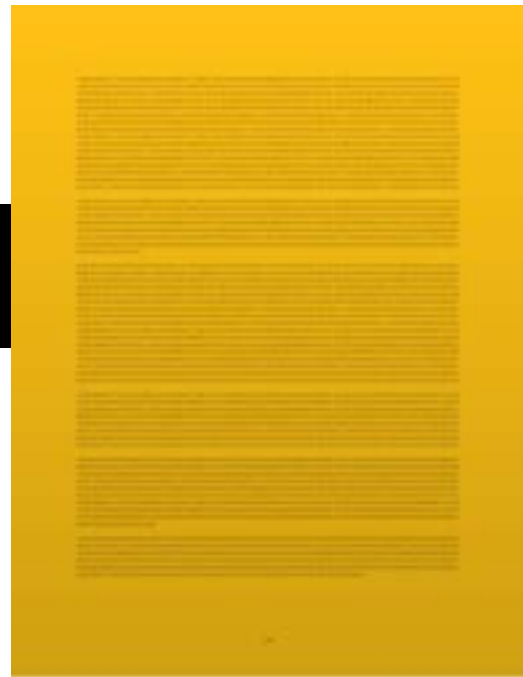
For one thing, there's the issue of duplicated data. Companies on average estimate that as much as 42 percent of their information is duplicated data. "It's a waste of space, of productivity," said an IT director at a small eco-marketing company, which is struggling with duplicated data.

In the past 12 months:

- **69% lost** important business information
- **69% exposed** confidential information

42% of data is duplicate

- **31%** had compliance failures
- Storage utilization — **31% inside** the firewall and **18% outside**
- **30%** 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 (18 percent) outside—according to the survey.

Perhaps an even bigger concern is the loss of data. 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 almost one- third have had regulatory compliance issues in the past year. Nearly one- third of the organizations say information sprawl is a big factor in mishaps such as these.

“Our biggest concern in IT about information is the ability to control and be able to normalize it to really understand what we have,” said an IT manager at a large financial services enterprise. “We have so much information it’s hard to glue it all together. With all the different regulations in the financial industry, it becomes very difficult.”

RECOMMENDATIONS—

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.



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