



# Advancing Data Protection Maturity: Considerations for 2023 and Beyond



White Paper

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#### IDC OPINION

Backup and recovery (BR) has been a core IT responsibility since the dawn of computing. In the earliest days, it was a simple dump from disk to tape with response times measured in days. BR has evolved to address the needs of disparate architectures, their virtual infrastructure and now cloud and container infrastructure with ever greater sophistication and more stringent SLA expectations.

Unfortunately, BR does not get the attention needed to transform it from being regarded as a necessary evil into a corporate strength. Indeed, those organizations that achieve excellence in BR give their organizations a competitive advantage through better data availability and accuracy. There is a big difference between organizations that seek to keep BR from being a liability (i.e., make it "good enough") versus those that seek to make it a strategic, competitive advantage. Our research shows that the continuum fits the common distribution curve with the majority being somewhere in the middle of the pack, whereby operations are formalized based on established processes but not to the extent of being optimized and regarded as trained (see Figure 1).

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In this IDC research paper, learn how to transform the necessary practice of backup and recovery into a strategic initiative to give your business a competitive advantage.