



# Fact or FICTION?

The truth about SaaS adoption, data loss, and cloud data protection across the globe.

To get a look at the SaaS landscape across the globe, Spanning by EMC commissioned a survey of 1,037 IT decision makers who have involvement in SaaS applications for their organization.

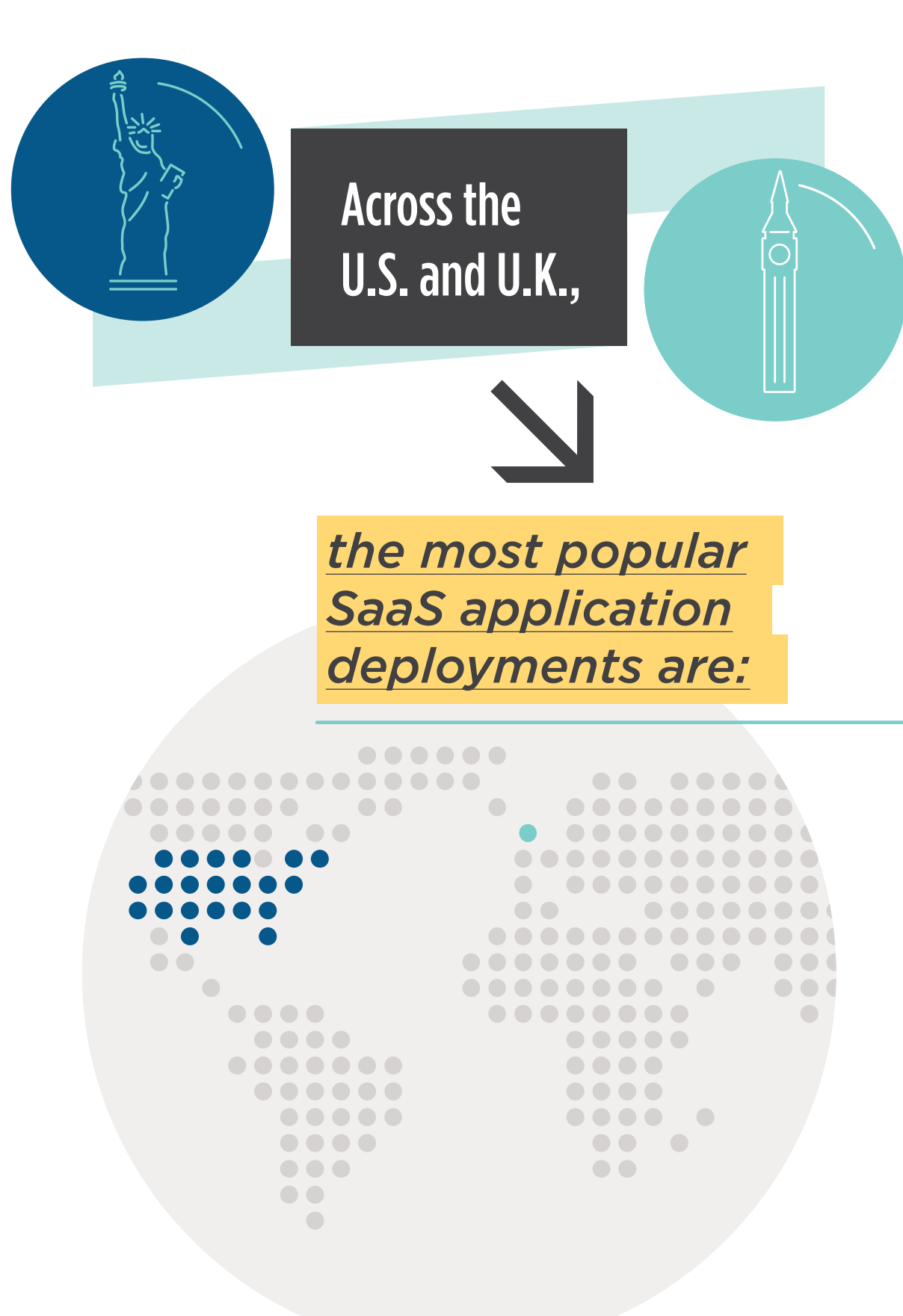
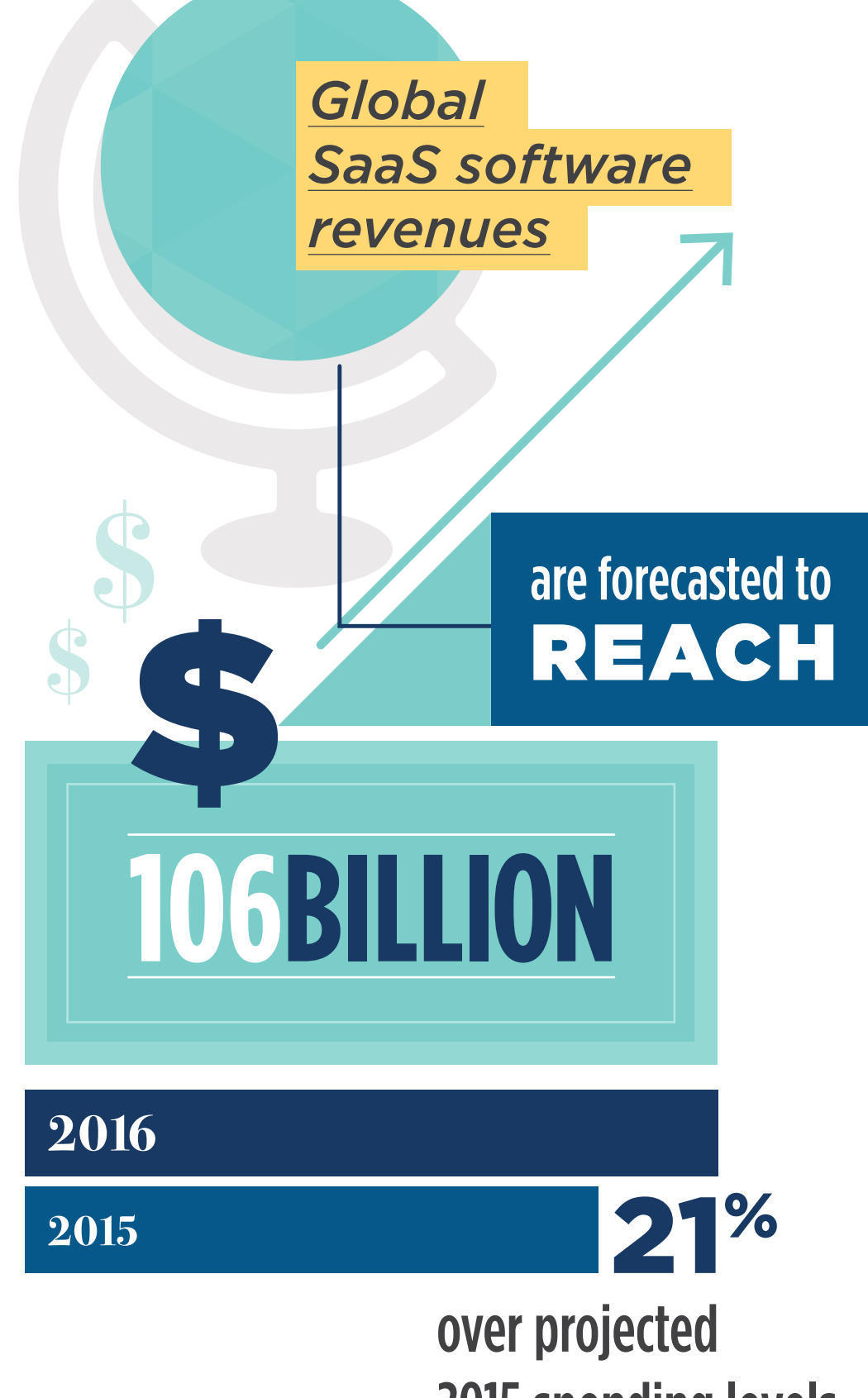
Here's what we learned.

## FICTION

Businesses are wary of adopting cloud applications, making SaaS applications a passing fad.

### The Real Scoop

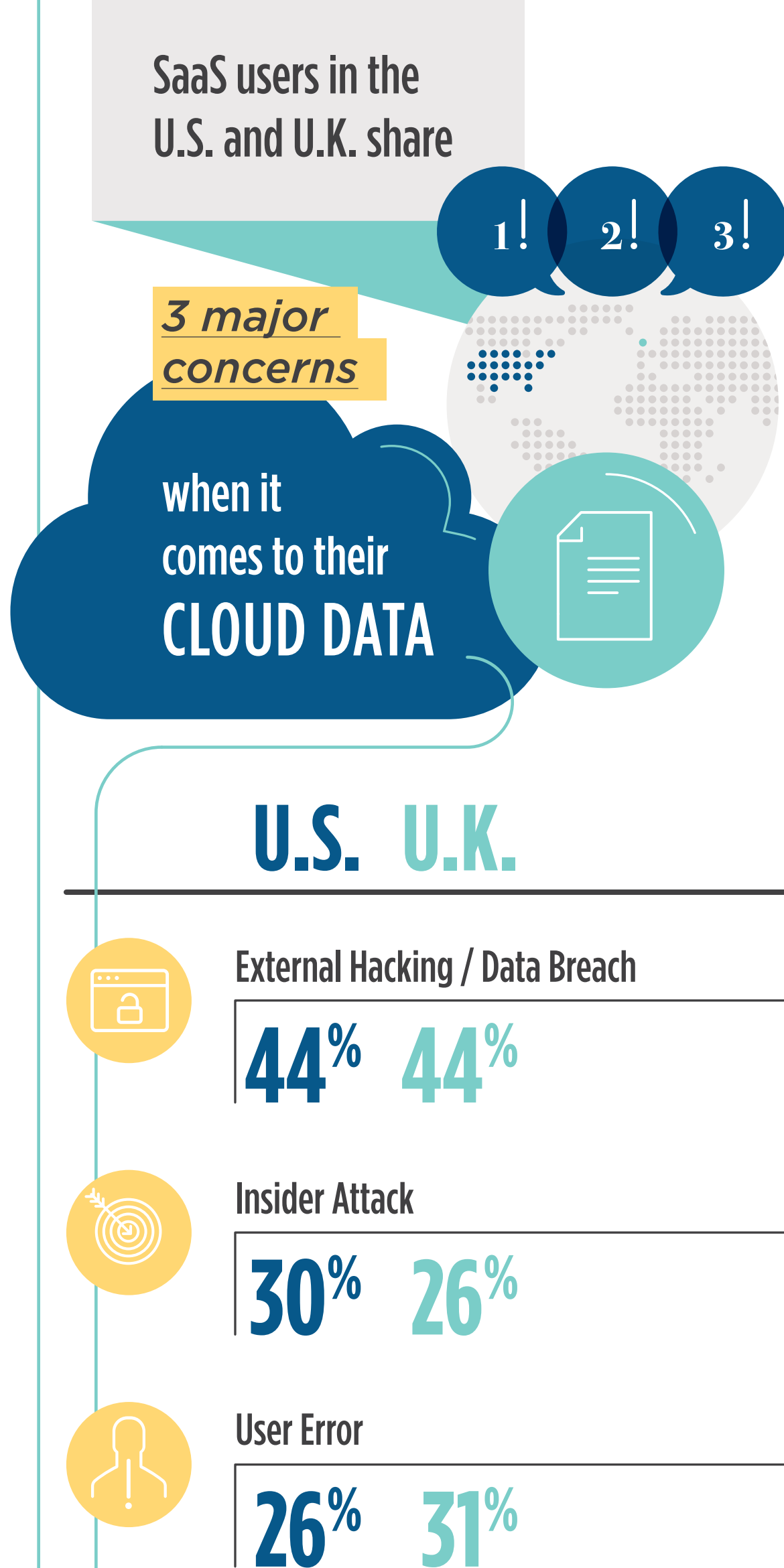
Actually, SaaS usage rates continue to grow rapidly all across the world.



- Email / Messaging
- Financial
- IT Infrastructure Management
- Customer Relationship Management (CRM) / Sales Force Automation (SFA)
- Data Storage / Data Management

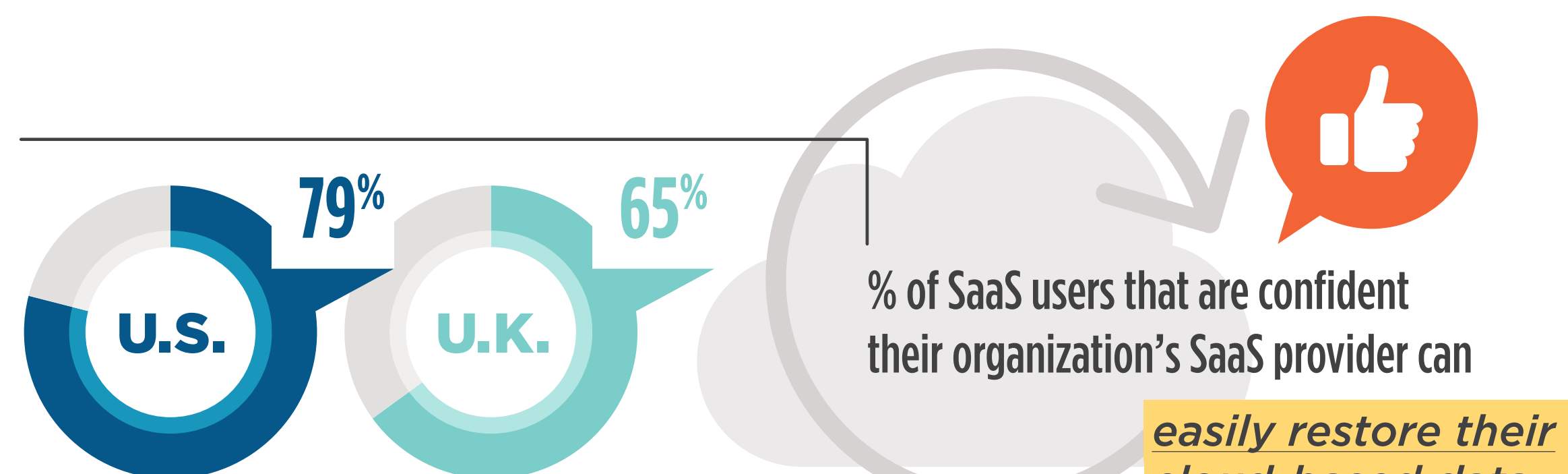
## Fact

Security, data loss, and compliance remain top concerns for SaaS adopters.



## FICTION

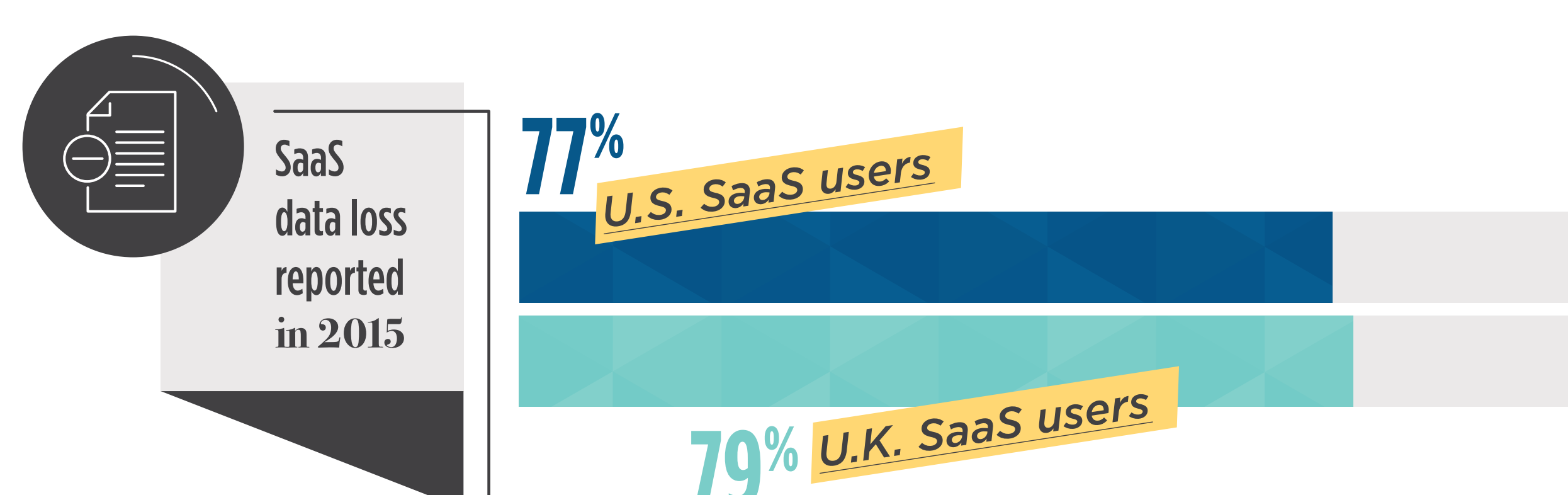
SaaS application providers have all your data protection needs, including backup and restore, covered.



### The Real Scoop

SaaS vendors can't protect you from data loss due to hacking, human error, malicious insiders, and sync malfunctions.

They also can't ensure you remain completely compliant with regulations in your industry.

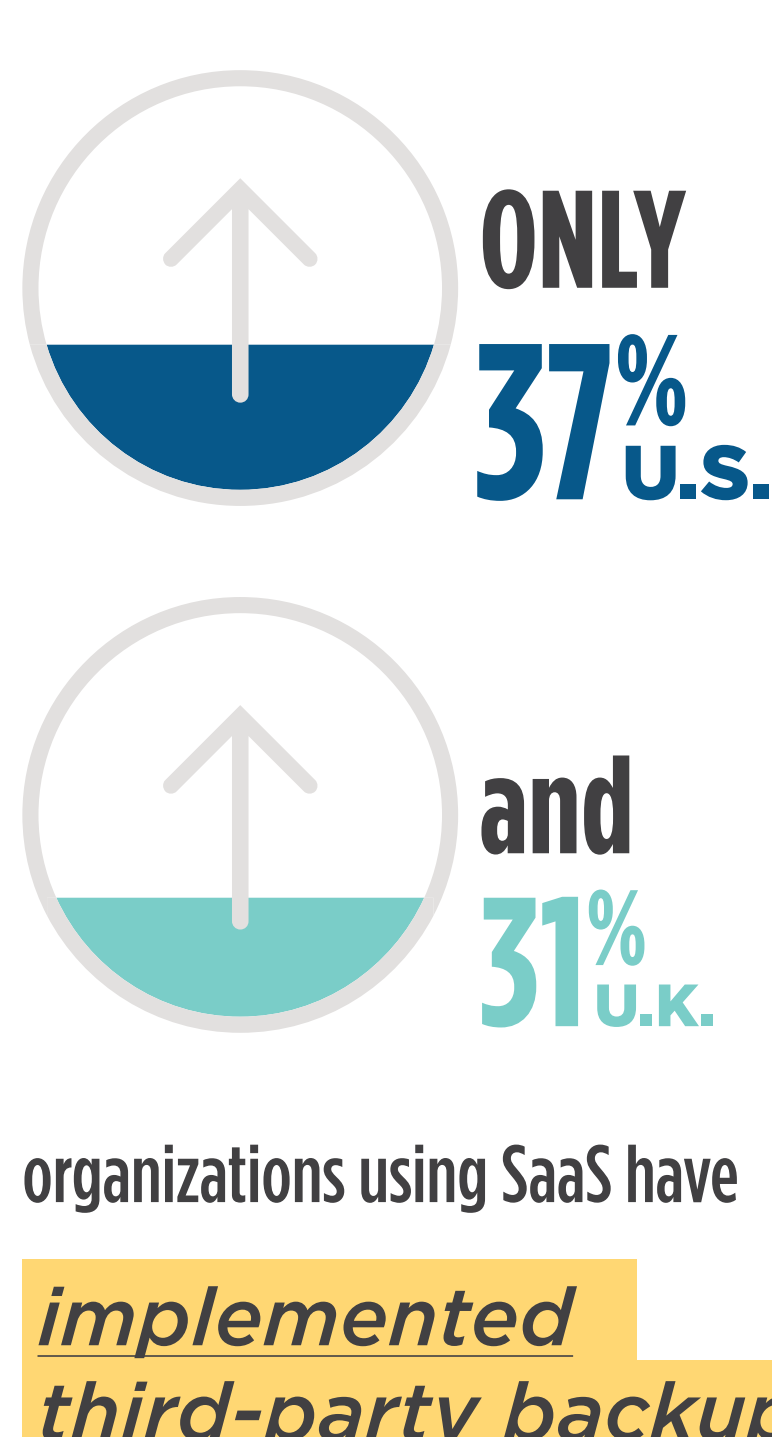
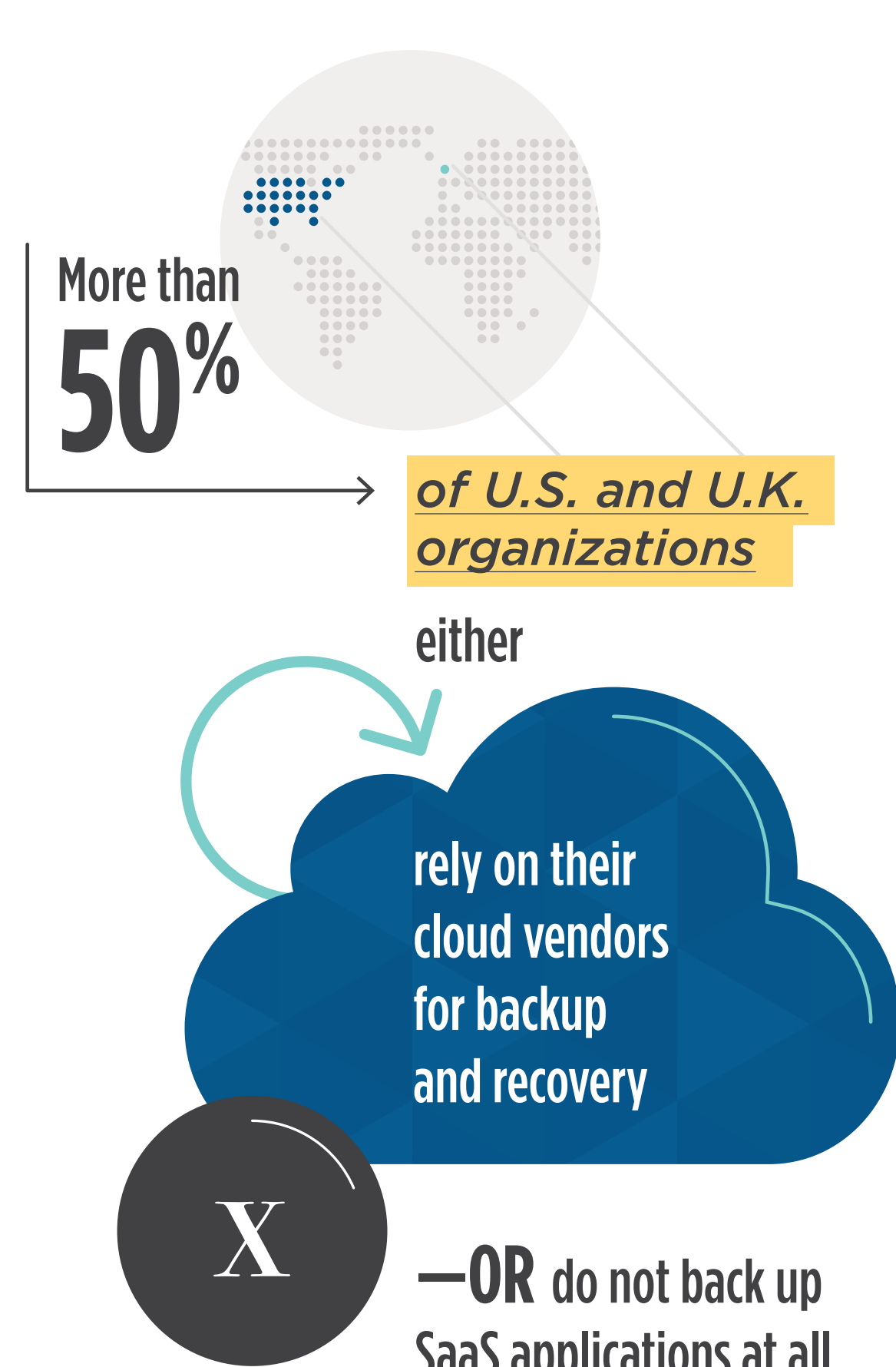


### Top 4 sources OF DATA LOSS

- Accidental Deletion
- SaaS Migration Issue
- Accidental Overwrite
- Hackers / Hacktivists

## Fact

In spite of these risks, relatively few organizations have adopted a third-party backup and restore solution.



### About Spanning

Spanning, an EMC company and a leading provider of backup and recovery for SaaS applications, helps organizations protect their information in the cloud.

Learn more [www.spanning.com](http://www.spanning.com)

### Sources

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