

Acronis Cyber Protection Week 2021

Acronis

Regional Deepdive: Asia-Pacific (APAC)

Countries: Australia, India, Singapore, South Korea
Respondents: 800 IT users and IT professionals

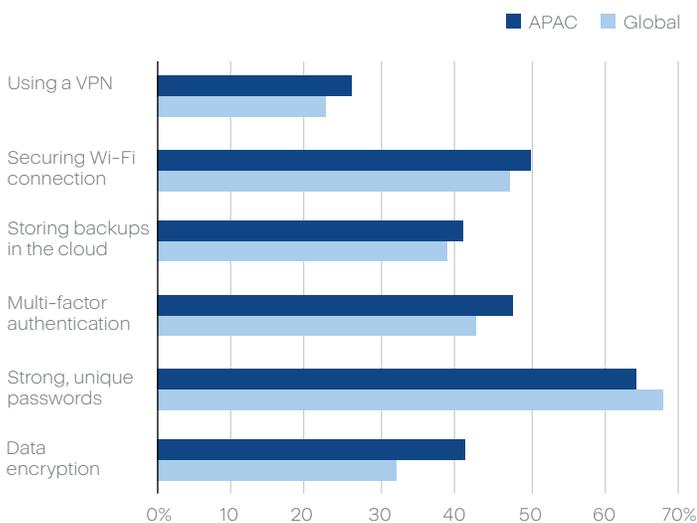
IT USERS KEY FINDING

Personal IT users in the Asia-Pacific (APAC) region are taking a broader approach to defending their data, applications, and systems from the same challenges and issues as the rest of the world.

COMMITTED TO PROTECTING PRIVACY ONLINE

IT users in the APAC region reported higher rates of adoption for almost all online privacy services and processes compared to the global response. This suggests that individuals in the region are more willing to dedicate time and money to their privacy and protection.

What steps have you taken to protect your privacy online?



BACKUP PROCESSES ARE LACKING AND RECOVERY IS TIME-CONSUMING

Personal IT users in the APAC region are among the most reluctant to back up in the world - more than 40% of all personal IT users in the region never or rarely back up their devices. Among users who do back up, only 15% adhere to the best practice 3-2-1 rule.

Making matters worse, recoveries in the region take longer than anywhere in the world. More than one in ten respondents reported that data recovery takes them more than a day to complete, a figure that varies significantly within the region: a staggering 26% of respondents in India spend more than a day recovering data. The global average is 5.9%.

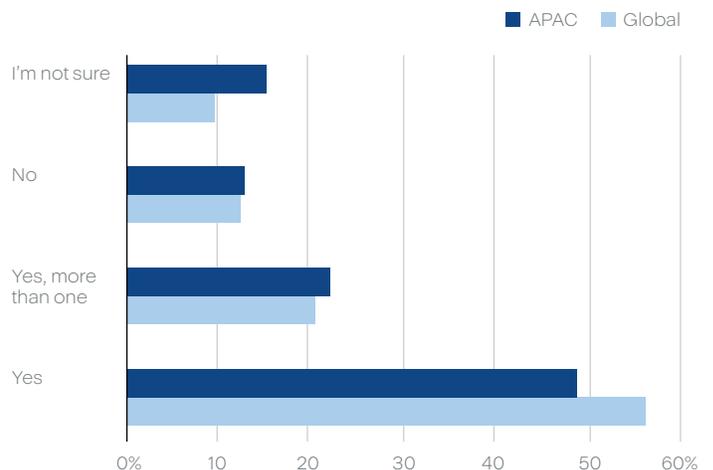
IT PROFESSIONALS KEY FINDING

Data privacy is a struggle for IT professionals in the APAC region. It's also a key priority in 2021 due to cyberthreats recognized and drawing concern in headlines around the globe.

A GAP IN DATA PRIVACY AWARENESS

Fifteen percent of IT professionals report they aren't sure if they're subject to data privacy regulations, 5% higher than the global report findings. This suggests that organizations aren't familiar with the modern requirements they face - and are likely to face severe penalties for that in 2021.

Is your organization currently subject to data privacy regulations?



DESPITE WELL-EQUIPPED IT STACKS, DATA LOSS AND PRIORITIES MIRROR GLOBAL RESULTS

At least 75% of IT professionals report having most, if not all, recommended cybersecurity capabilities in place – causing more than half to have at least six different security and protection tools and agents running simultaneously. However, more than half of respondents still suffered data loss in the past year, while another 46% claimed they didn't – or didn't have a way to detect it.

It makes sense, then, that top priorities for IT teams in the APAC region this year focus on data privacy and compliance, modernizing cybersecurity stacks, and supporting remote work environments.

TOP CYBERTHREAT CONCERNS IN THE ASIA-PACIFIC REGION

The cyberthreats that concern personal and professional IT users in the APAC region are consistent with our global report findings, indicating that the potential damage of these cyberthreats is universally understood.

Personal IT users	IT professionals
1. Data theft	1. Data theft
2. Malware	2. Malware
3. Phishing attacks	3. (Tie) DoS / DDoS and Phishing attacks
4. Ransomware	4. IoT attacks
5. DoS / DDoS attacks	5. Ransomware

Want to know how individuals and organizations around the globe are approaching cyber protection?

Get your copy of the Acronis Cyber Protection Week Global Report 2021

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About Acronis

Acronis unifies data protection and cybersecurity to deliver integrated, automated [cyber protection](#) that solves the safety, accessibility, privacy, authenticity, and security ([SAPAS](#)) challenges of the modern digital world. With flexible deployment models that fit the demands of service providers and IT professionals, Acronis provides superior cyber protection for data, applications, and systems with innovative next-generation antivirus, [backup](#), [disaster recovery](#), and [endpoint protection](#) management solutions. With [award-winning AI-based anti-malware](#) and [blockchain-based data authentication](#) technologies, Acronis protects any environment – from cloud to hybrid to on-premises – at a low and predictable cost.

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