

# Acronis Cyber Protection Week 2021

Acronis

## Regional Deepdive: Europe, Middle East, Africa (EMEA)

**Countries:** Germany, Switzerland, UK, Belgium, Netherlands, Sweden, France, Italy, Spain, Bulgaria, United Arab Emirates, Saudi Arabia, South Africa  
**Respondents:** 2,600 users and IT professionals



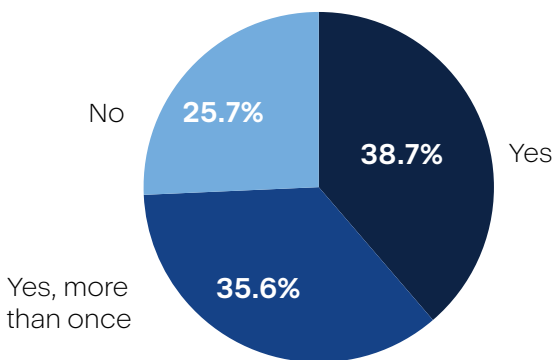
### IT USERS KEY FINDING

The challenges, concerns, and vulnerabilities personal IT users across Europe, the Middle East, and Africa report are shared around the world.

### DATA PROTECTION PRACTICES ARE FLAWED

A startling 87% of personal IT users in EMEA ignore backup best practices such as 3-2-1. Nearly three-quarters have had to recover from one of these unoptimized backups and just 26% claim that they haven't experienced irretrievable data loss along the way.

Have you permanently lost data or a device?



### CYBERSECURITY LAGS BEHIND DEMANDS

Only 68% of personal IT users install security patches the day they're notified. At the same time, 70% don't use anti-malware or don't use anti-malware that can prevent zero-day cyberattacks, and nearly as many (66%) report that they wouldn't know if their data was unexpectedly accessed or modified.

All of these security gaps are made worse because 84% of personal IT users are using their devices more this year than usual - with 11% using them twice as

much. This creates a much larger opportunity for cybercriminals and exposes the data and privacy of personal IT users to greater risk.

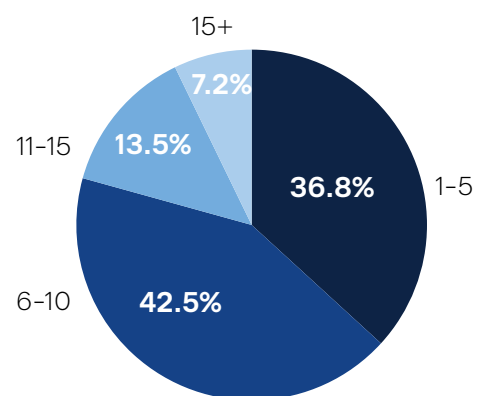
### IT PROFESSIONALS KEY FINDING

IT professionals throughout the EMEA region have assembled IT stacks stocked with cybersecurity and data protection solutions but still suffer data loss and downtime.

### PRESSURE IS ON FOR RELIABLE PROTECTION

Nearly 80% of IT professionals in EMEA are subject to at least one set of data privacy regulations. In response, the majority of IT teams have been equipped with all of the recommended cyber protection capabilities. Unfortunately, for 73% of organizations this has led to more than five different solutions and agents running simultaneously - with 21% of these running more than 10.

How many different security and protection tools and agents are you currently using?



## PATCHWORK PROTECTION ISN'T WORKING

Despite having all these technologies in place, half of the IT professionals in EMEA we surveyed still suffered data loss and downtime in the past year – opening them to lost revenue, productivity, and expenses, including those from potential data privacy compliance fines.

Our report suggests that IT professionals in EMEA are acutely aware of this shortcoming. Top priorities for 2021 throughout the region include enhanced data privacy and compliance, modernized cybersecurity stacks, and improved support for remote-work environments.

## TOP CYBERTHREAT CONCERNS IN EUROPE, THE MIDDLE EAST, AND AFRICA

The top cyberthreat concerns for personal and professional IT users in the EMEA region are largely consistent with our global report findings, however, concern and familiarity are lacking for some threats including ransomware, cryptojacking, DDoS attacks, IoT attacks, and Insider attacks.

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

**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.

**Acronis**

Learn more at  
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