

# Acronis Cyber Protection Week 2021

Acronis

## Regional Deepdive: Americas

**Countries:** Brazil, Canada, Mexico, USA

**Respondents:** 800 IT users and IT professionals

### IT USERS KEY FINDING

Individual IT users in the Americas are well acquainted with data loss and show some knowledge gaps, but are taking strides to improve their cyber protection.

### AWARENESS AND PROTECTION GAPS RISK DATA LOSS

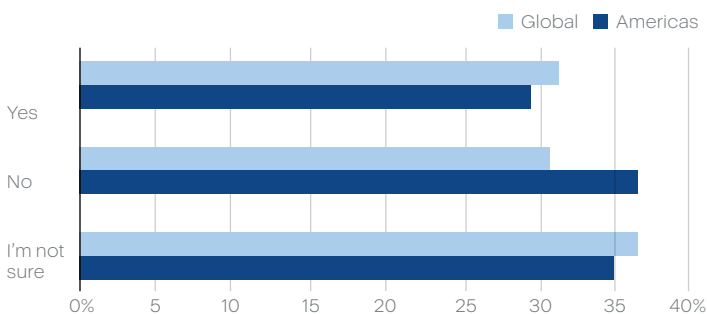
Individuals in the Americas report higher rates of confusion when it comes to data protection. Thirty-seven percent admitted that they wouldn't know if their data was unexpectedly accessed or modified – 6% higher than our global findings. Nearly half of respondents aren't sure if their anti-malware prevents zero-day cyberthreats, an increase of 4% over the global average.

### Where do you back up to?

<b>29%</b> Locally	<b>61%</b> The cloud	<b>10%</b> A hybrid of both
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This knowledge gap may be responsible for the higher need for data recovery (2% higher than global results) and the higher rate of data loss (4% higher) that individuals in the region reported.

Would you know if your data was unexpectedly accessed or modified?



### IT USERS ARE ACTIVELY LOOKING FOR SOLUTIONS

Despite these gaps in protection and awareness, personal IT users in the region are showing clear signs that they're pursuing more comprehensive and reliable cyber protection. Within the last year, 56% of respondents expanded their protection, compared to just under 50% around the world. This illustrates an increased focus on data protection and privacy in the year ahead that has the potential to better secure and safeguard many individuals in the region.

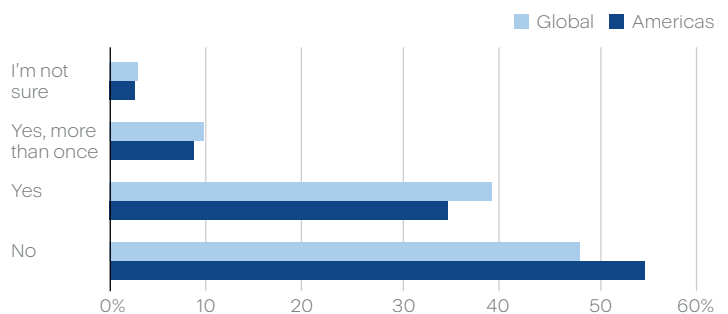
### IT PROFESSIONALS KEY FINDING

IT professionals in the Americas are more aware of regulations facing them and are better about protecting their data as a result, though patchwork protection remains a challenge.

### PROTECTION AND COMPLIANCE ARE TOP-OF-MIND

Four in five organizations in the Americas are subject to at least once set of data privacy regulations, slightly higher than our global results. But this focus on privacy and protection is clearly key to American IT teams. Nearly half of respondents back up every day, 5% more than their peers around the globe. Twenty percent of IT pros then test these backups at least once a week (up 4%), resulting in a 7% decrease in data loss and downtime compared to our global findings.

In the past year, have you suffered data loss or downtime?



## COMPLEXITY REMAINS A SIGNIFICANT CHALLENGE

While this decrease in data loss is a clear positive for IT teams in the region, the complex patchwork protection that was seen in our global findings is even more prevalent in the Americas. Two-thirds of the IT professionals surveyed have six or more cybersecurity and protection tools running simultaneously, 4% higher than elsewhere in the world. Maintaining and managing that many tools quickly grows complex and expensive, while creating new vulnerability gaps where different tools intersect.

## TOP CYBERTHREAT CONCERNS IN THE AMERICAS

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

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

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