

Acronis Cyber Protection Week 2021

Acronis

Regional Deepdive: Japan

Respondents: 200 IT users and IT professionals

IT USERS KEY FINDING

Personal IT users don't follow data protection recommendations because they have limited experience seeing the negative consequences of their decisions.

UNOPTIMIZED AND UNTESTED BACKUPS DON'T PROTECT IT USERS

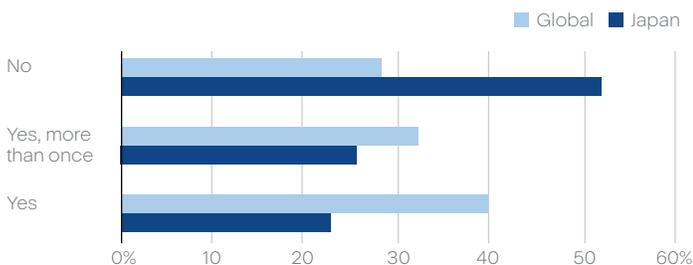
Data protection best practices (regular backups, hybrid backup storage, etc.) aren't commonplace, but Japanese IT users stray particularly far from recommendations. Nearly 25% never back up, compared to 10% globally. When they do, 95% ignore the 3-2-1 rule of backup – 12% more than their peers around the world.

Why don't people back up?

52% Not necessary	17% Too expensive
22% Takes too long	9% Too complicated

This gap in data protection is likely because 52% of Japanese IT users have never had to recover from a backup. That's 25% higher than the global response. However, when respondents have had to recover data, a third spent a day or more in the process. That's compared to only 21% in our global findings.

Have you ever had to recover from a backup?



PRIVACY AND SECURITY CONCERNS LAGGING BEHIND GLOBAL RESPONSES

It shouldn't be a surprise, then, that awareness and adoption of cybersecurity and privacy tools are far less ubiquitous. Use of unique passwords, multi-factor authentication, secure Wi-Fi connections, and other common efforts is down by at least 20% compared to our global findings. While these decisions may be based on current experiences with data loss and cyberthreats, they leave personal IT users in Japan shockingly exposed to data theft and exploitation.

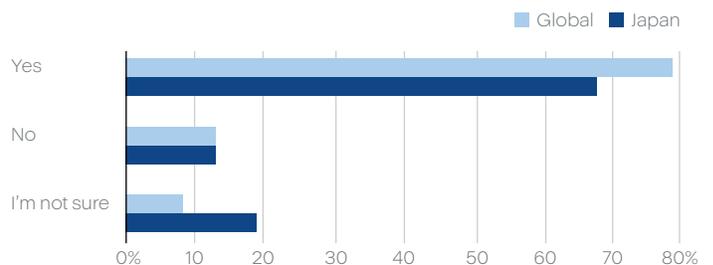
IT PROFESSIONALS KEY FINDING

Despite knowledge gaps and patchwork defenses, Japanese IT pros more reliably protect the data they're responsible for and see less data loss and downtime.

INCREASED AWARENESS AND REDUCED COMPLEXITY ARE NEEDED

As in our global report, Japanese IT pros are responding to modern cyberthreats and challenges with complex assemblies of solutions. One-third of respondents have more than 11 different protection solutions running simultaneously, 12% more than around the world. At the same time, 13% don't know if they're subject to data privacy regulations and 19% wouldn't know if their data was unexpectedly modified or accessed – both higher than elsewhere.

Would you know if data was unexpectedly accessed or modified?



DATA PROTECTION PRACTICES ABOVE GLOBAL AVERAGES

Nearly half of Japanese IT professionals back up every day, 8% more than around the globe. Better still, 19% follow hybrid backup storage procedures which, while still low, is 5% higher than average. Backup processes are also often more sophisticated in their configuration. And, as a result, more than half of the IT pros surveyed reported no data loss, nor downtime in the past year – up 4% over our global result.

TOP CYBERTHREAT CONCERNS IN JAPAN

The cyberthreats that concern personal and professional IT users in Japan vary significantly from those identified by our global respondents, suggesting a unique experience with the cyberthreat landscape.

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