

2019 Veeam Cloud Data Management Report

Netherlands: Fast Facts

Overview

To understand businesses' approach to data protection and management today – and how they see its role in their future digital transformation – Veeam has spoken to 1,575 business and IT decision makers worldwide. From our conversations, it's clear that leaders are aware of the strategic and competitive importance of gaining more control and reliability over their IT systems, protecting and managing their data and proactively improving strategies. At Veeam, we refer to this as Cloud Data Management, an inherent part of Intelligent Data Management, meaning that data is available across the business, centrally managed and controlled, and located where it will deliver the most value for the organization.

Amongst the businesses making the most of Cloud Data Management, there were four common components: the cloud, confidence, capabilities and culture. By optimizing these competencies, businesses can lay the foundations for becoming a more intelligent business.

This report explores how businesses worldwide are approaching data management, the most common challenges with meeting users' needs and the lessons they can learn from how high-performing businesses are using data as they continue to transform digitally.

Research Sample

Veeam commissioned Vanson Bourne, a leading technology sector research partner, to develop and execute the survey for this report. Vanson Bourne conducted a comprehensive online survey of 1,575 ITDMs in 13 different countries, in Spring 2019. The countries surveyed include Australia, Brazil, China, France, Germany, Italy, Japan, Mexico, Netherlands, Russia, Middle East, UK and the US.

125 respondents from Netherlands

Netherlands: Messaging & Data

1. “Data availability and recovery are critical to business successes and outages can create serious business problems.”

- Most organizations (55%) admit to not being able to meet users' demands. This is lower than the global average of 73%. **(Q11)**
- On average respondents in the Netherlands have experienced four unplanned outages in the last 12 months. **(Q13)**
- 7.4% of decision makers said their organization has experienced over 10 unplanned outages in the last 12 months. **(Q13)**
- The average length of time globally unplanned outages last is 65 minutes, while the Netherlands comes in at half that, at 35 minutes. **(Q12)**
- Almost a third (27%) of Dutch businesses continuously back up and replicate high priority applications. **(Q10)**

2. “Cloud Data Management is an inherent part of Intelligent Data Management, meaning that data is available across the business. Data availability brings significant business benefits terms of brand reputation and customer confidence.”

- Application downtime costs organizations in the Netherlands a total of \$13.5 million in lost revenue and productivity each year, lower than the global average figure of \$20.1 million. **(Combined)**
- The impact of outages includes loss of customer confidence (43%), damage to brand integrity (26%) and loss of employee confidence (47%). Over a third (43%) of Dutch respondents saw loss of consumer confidence as the most concerning potential impact. **(Q14)**
- Lost data from mission-critical application downtime costs organizations in the Netherlands \$107,045 per hour on average, just higher than the global figure of \$102,450 per hour. Over one in ten (17%) of Dutch respondents reported this figure to be over \$150,000 or more per hour, compared to 13% globally. **(Q15)**
- Almost two-thirds (65%) of Dutch companies are looking to Cloud Data Management as a key component in delivering Intelligent Data Management. **(Q16)**

3. “Organizations are looking to embrace the power of technologies such as the cloud, or hybrid cloud, Artificial Intelligence (AI), and the Internet of Things (IoT) to drive business success”

- Nearly two-thirds (37%) of businesses in the Netherlands have already deployed big data and analytics, with 29% there planning to in the next 12 months. **(Q23)** 75% of Dutch ITDMs believe that Artificial Intelligence and Machine Learning will help them make business critical decisions in the future. **(Q27)**
- Organizations in the Netherlands will spend \$32 million on deploying Cloud Data Management technologies to build an intelligent business within the next 12 months. **(Q24)**
- 7/10 are looking to embrace Intelligent Data Management, often by exploiting Cloud Data Management capabilities, to ensure success and drive more value for their data. **(Q19)**
- Over 38% of the Dutch surveyed cite that their organisation is/would look to deploy Intelligent Data Management across the whole business, while over a third there (31%) will/would launch and then scale. **(Q19)**
- Nearly three quarters (66%) of businesses have already deployed or plan to deploy AI and machine learning in the next 12 months. **(Q23)**

4. “There are big benefits to be had from the deployment of digital initiatives. However, these findings shine a light on the global disparity in digital adoption.”

- Almost two in five (39%) respondents state that Intelligent Data Management initiatives are critical to their organization’s success over the next two years. **(Q3)**
- Productivity (54%), stability (50%) and forecasting (48%) are the benefits that most respondents in the Netherlands highlighted. **(Q6)**
- Dutch organizations attribute an average of \$97 million of extra revenue to more Intelligent Data Management, compared to \$124 million of extra revenue globally. **(Q7)**
- Almost half (49%) of Dutch ITDMs consider their organisation’s current management of data to be “intelligent data management”, compared to 72.1% of ITDMs globally. **(Q1)**
- Half of respondents believe Intelligent Data Management will protect their business against disruption from other organizations. **(Q6)**

5. “Businesses that have achieved success in their data management strategies indicate four core attributes: Cloud, Capabilities, Culture and Confidence”

- **Cloud:** Cloud Data Management is a key component of Intelligent Data Management, with 7766% of respondents in the Netherlands are using software-as-a-service, 40% are using cloud for back-up and 31% are using disaster-recovery-as-a-service, citing reliability, flexibility and data security as their top three reasons for doing so. **(Q16)**

- **Capabilities:** 83% of organizations in the Netherlands view upskilling employees' digital skills as vital to their success. **(Q27)**
- **Culture:** 58% agree that company culture needs to become more open and accepting as they digitally transform **(Q26)**, while 89% of respondents agree that leadership styles must evolve, with over a third (38%) feeling a complete overhaul is needed. **(Q28)**
- **Confidence:** Respondents in the Netherlands' confidence increases as their businesses progress on their digital journey, with 22% reporting total confidence in their capability to meet digital challenges. **(Q2)**