



**SURVEY**

# The State of Hybrid Cloud Storage Software

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October 2022



# About the survey

Everything is on the cloud, from personal files to critical enterprise business data. And as data grows exponentially, cloud storage usage is also expanding.

This survey was created to gauge the current state of hybrid cloud storage software, show buyers the security risks they may be facing, and help them make more informed decisions when it comes to choosing software.

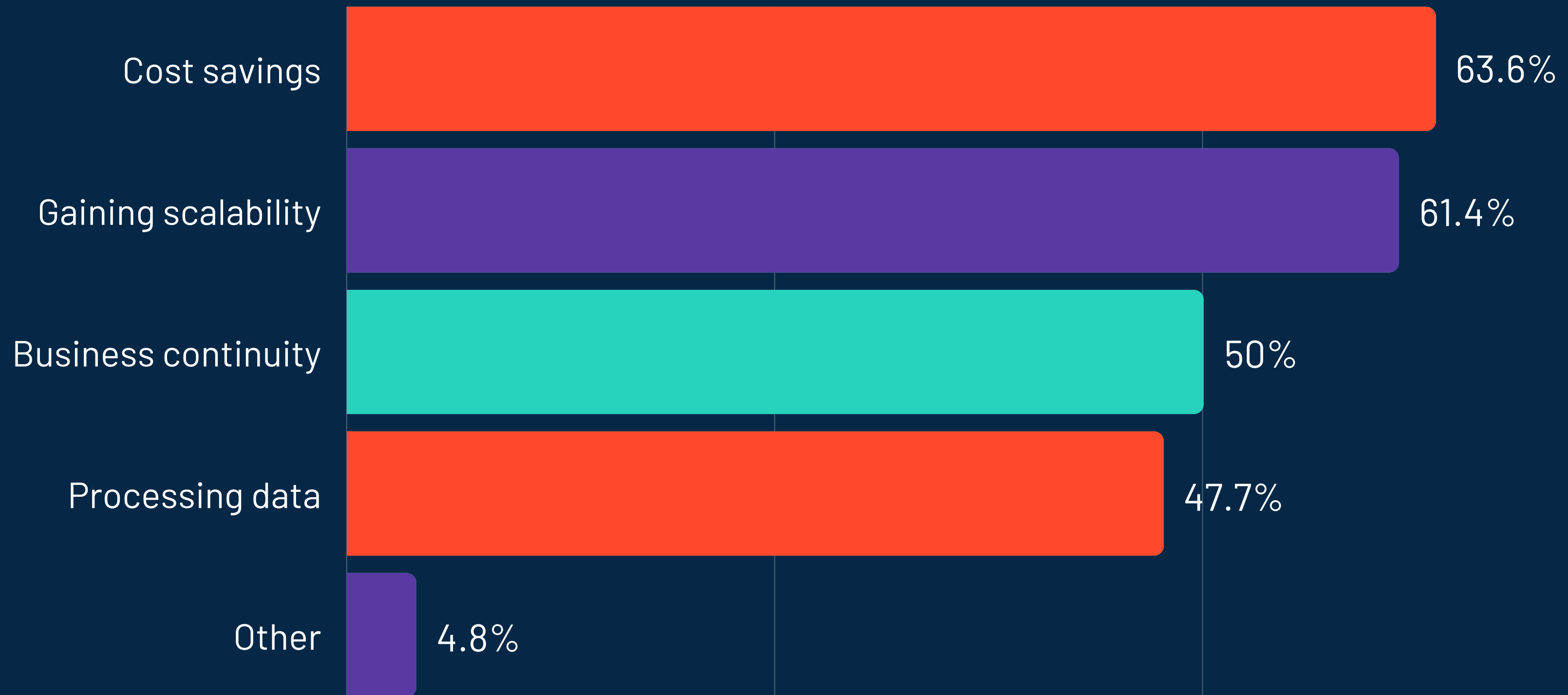
We surveyed 132 users who left reviews on G2.com in software categories relevant to hybrid cloud storage, including (but not limited to) cloud DDoS mitigation, cloud communication platforms, enterprise IT management, and object storage.

# 70%

of respondents have  
been using their hybrid  
cloud storage software  
for **12+ months.**








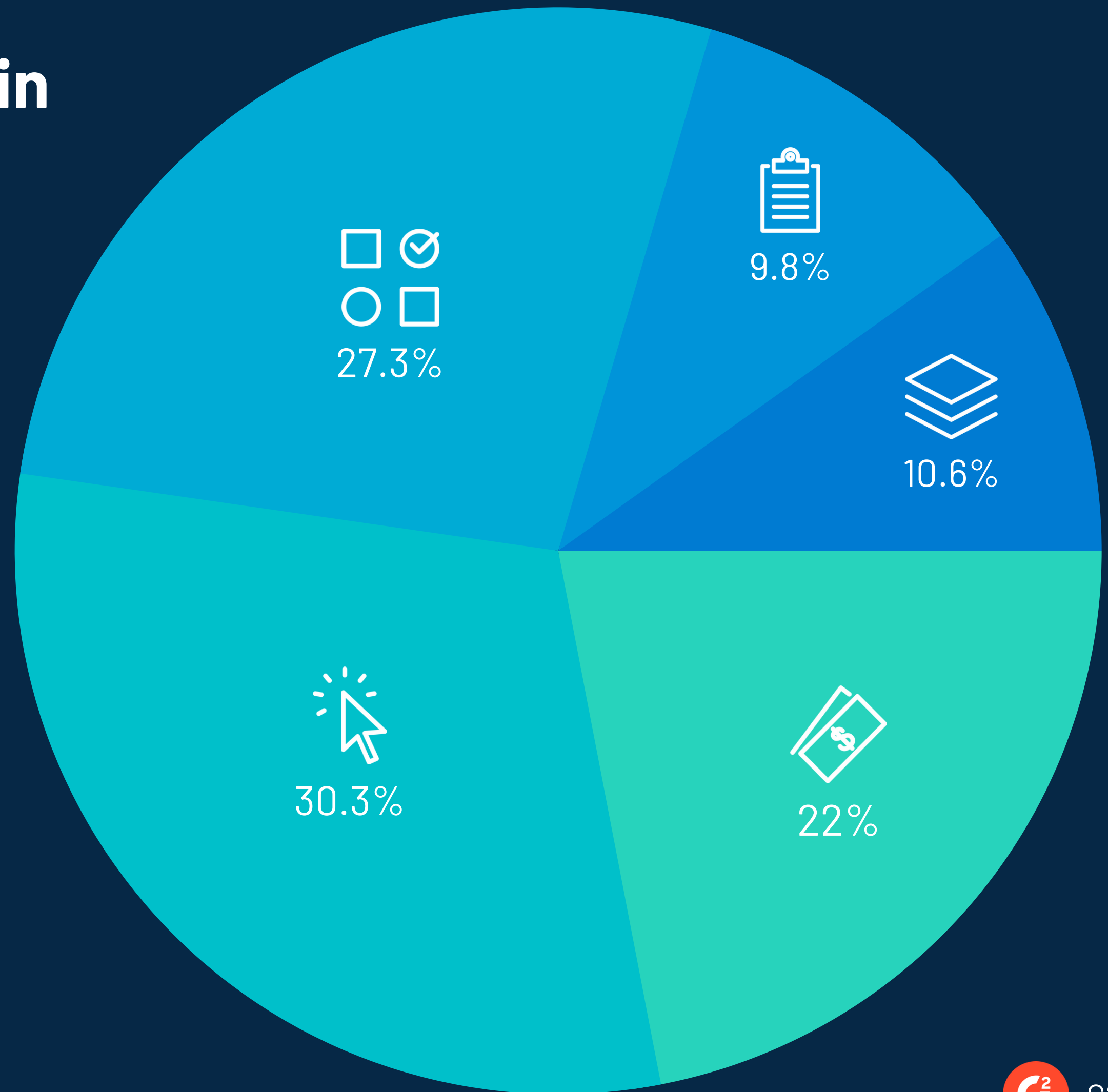
# What are the biggest benefits of hybrid cloud storage?



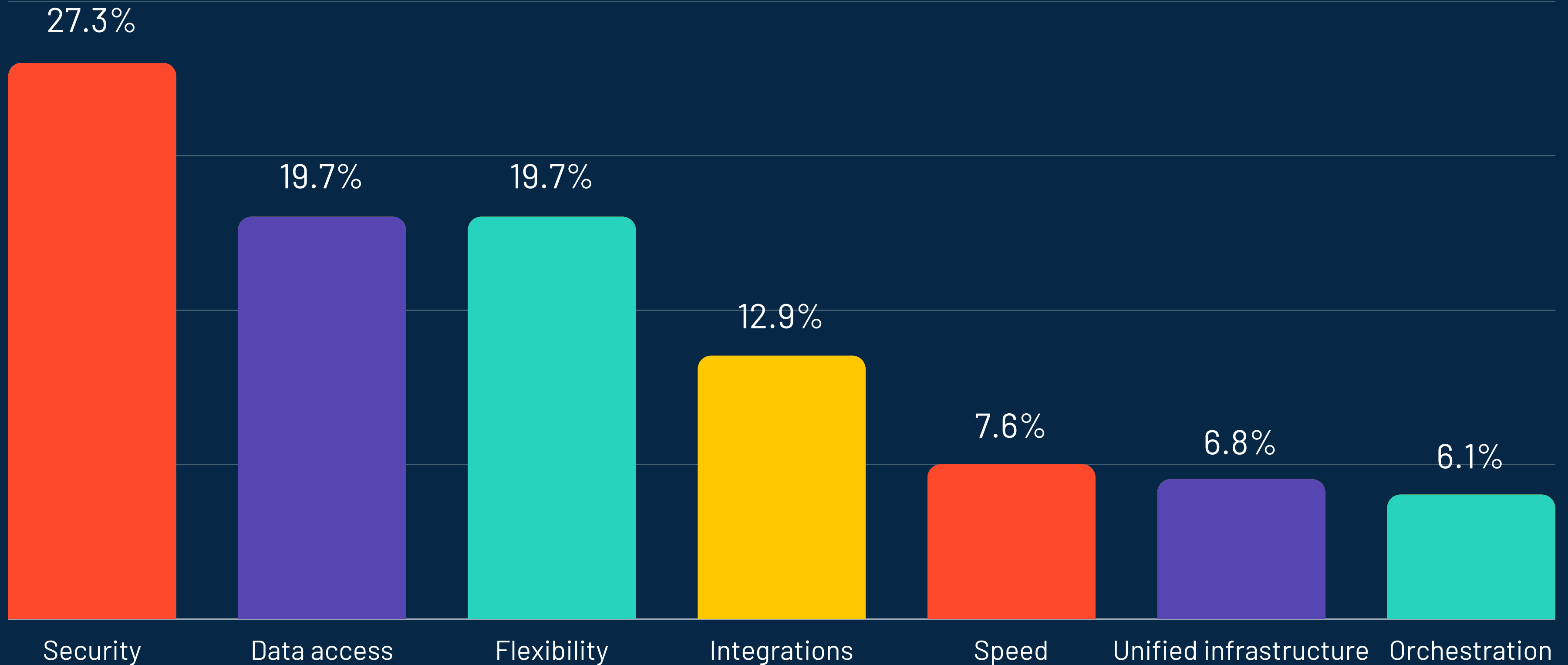
\*Respondents could choose multiple answers

# What would be your main motivator to change software providers?

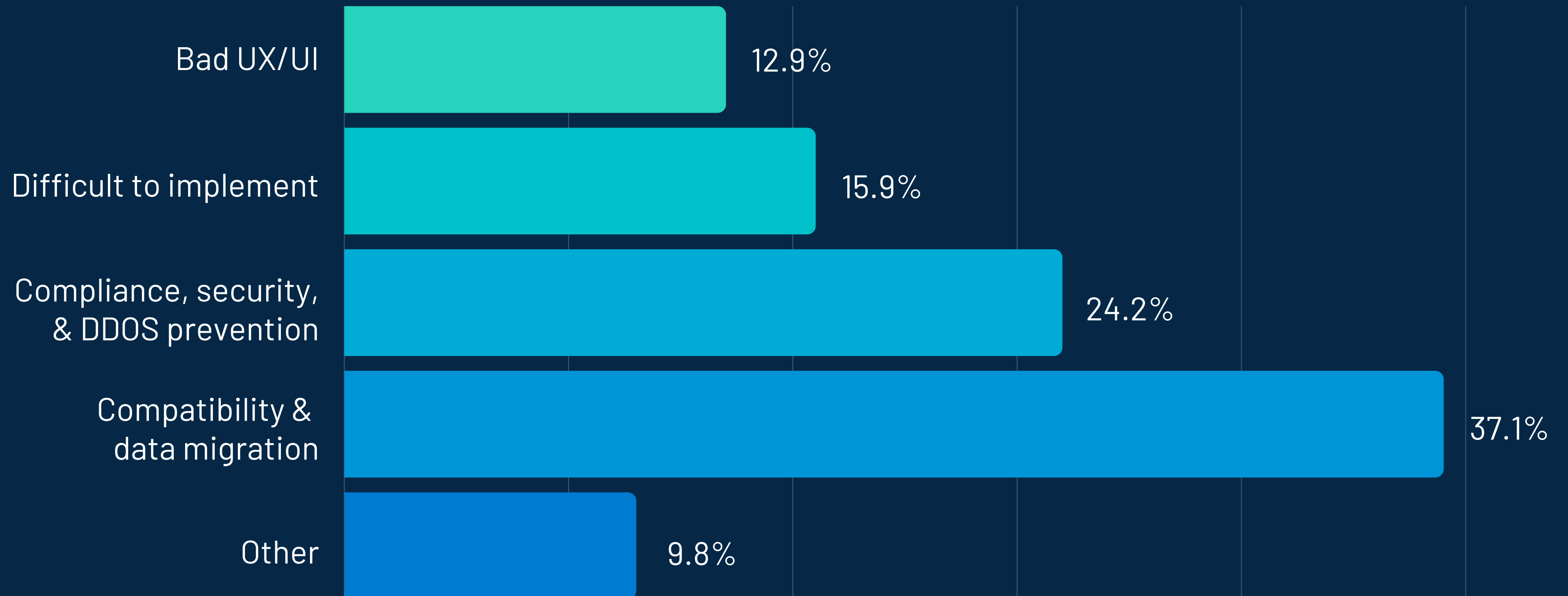
-  Ease of use
-  Better options available
-  Price
-  Confusing tiered storage
-  Doesn't meet job demands



# What is the most important hybrid cloud storage feature?

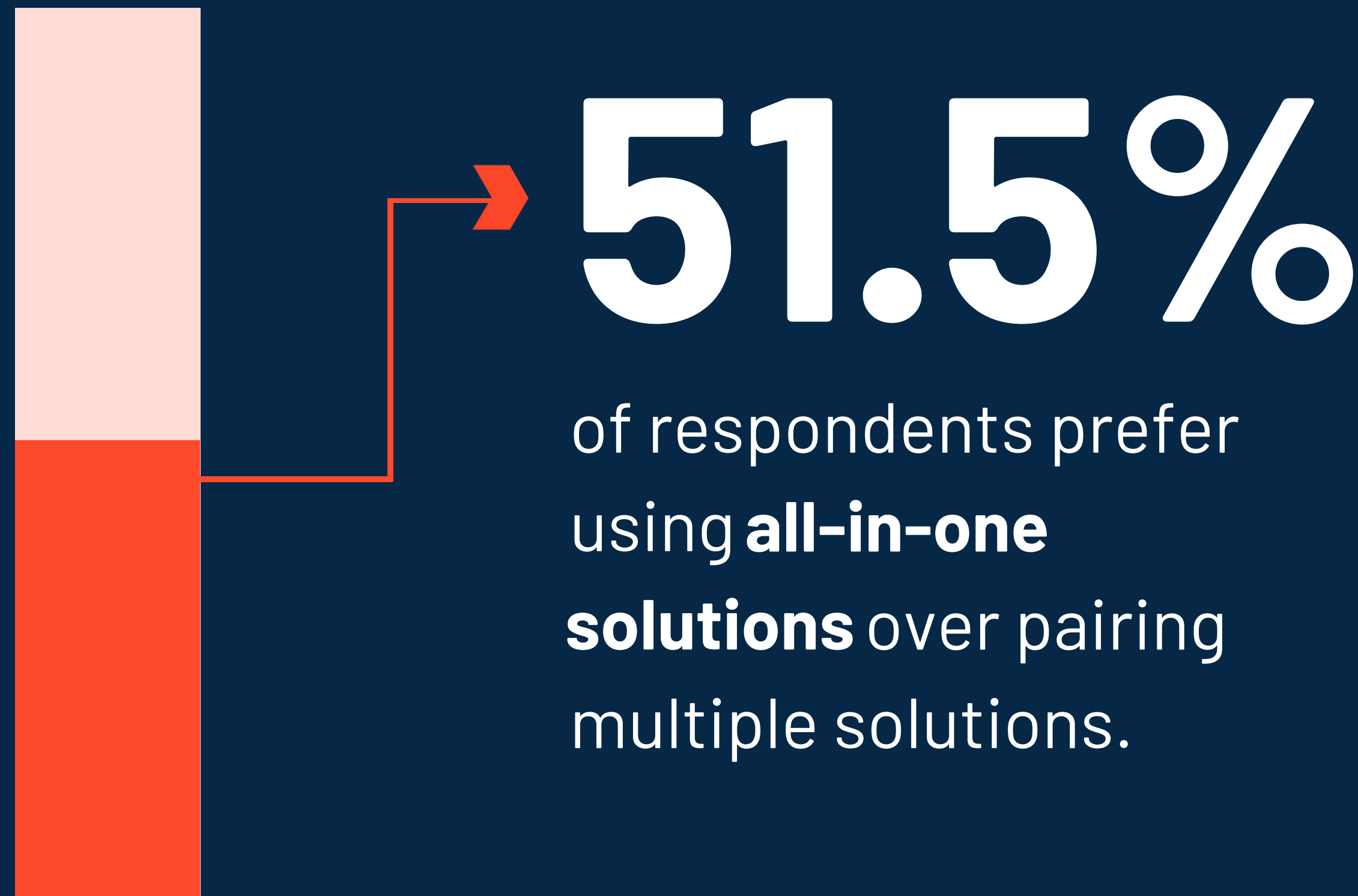


# In the last year, what's been your biggest pain point with your hybrid cloud storage solution?



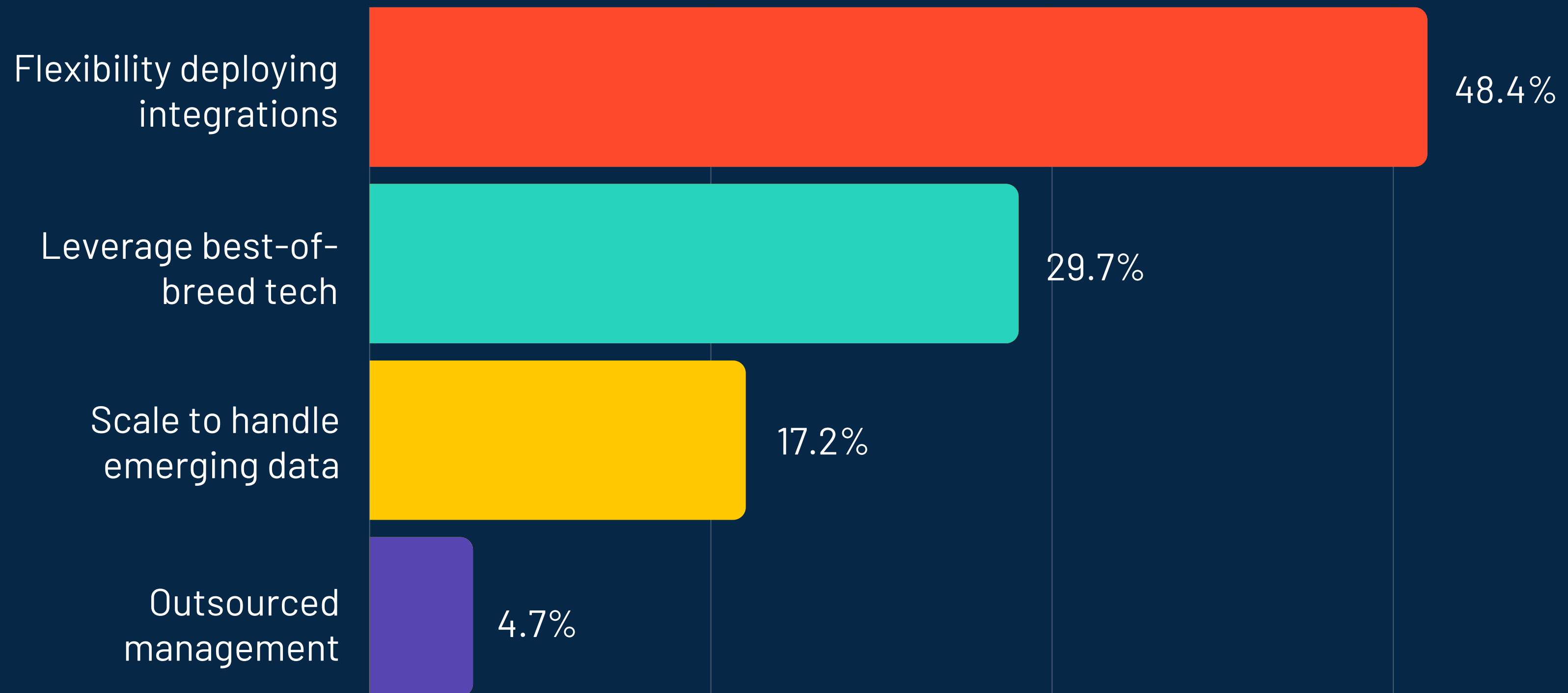
# Hybrid cloud storage preferences

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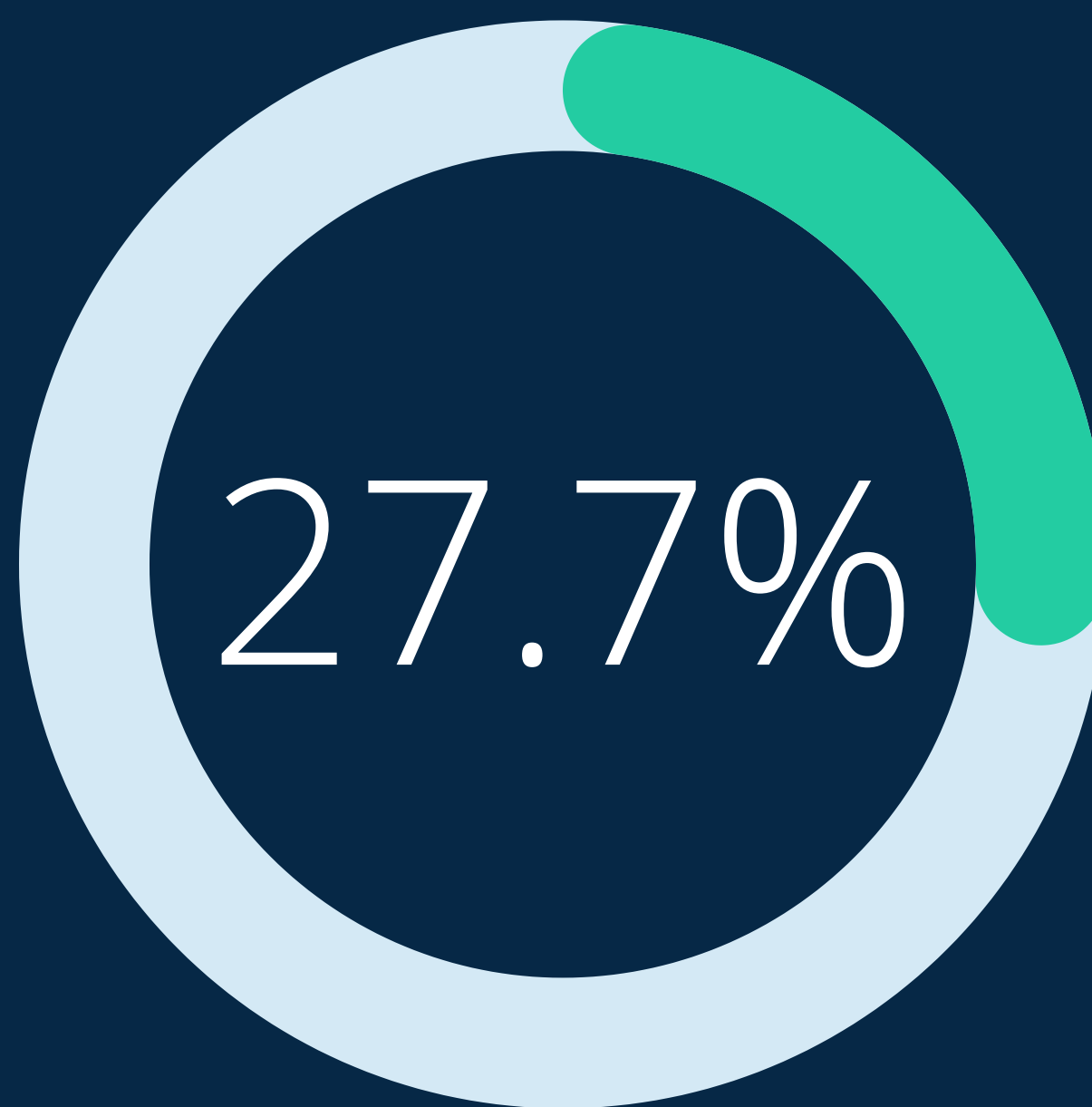
# What's your main reason for using hybrid cloud storage over stand-alone solutions?



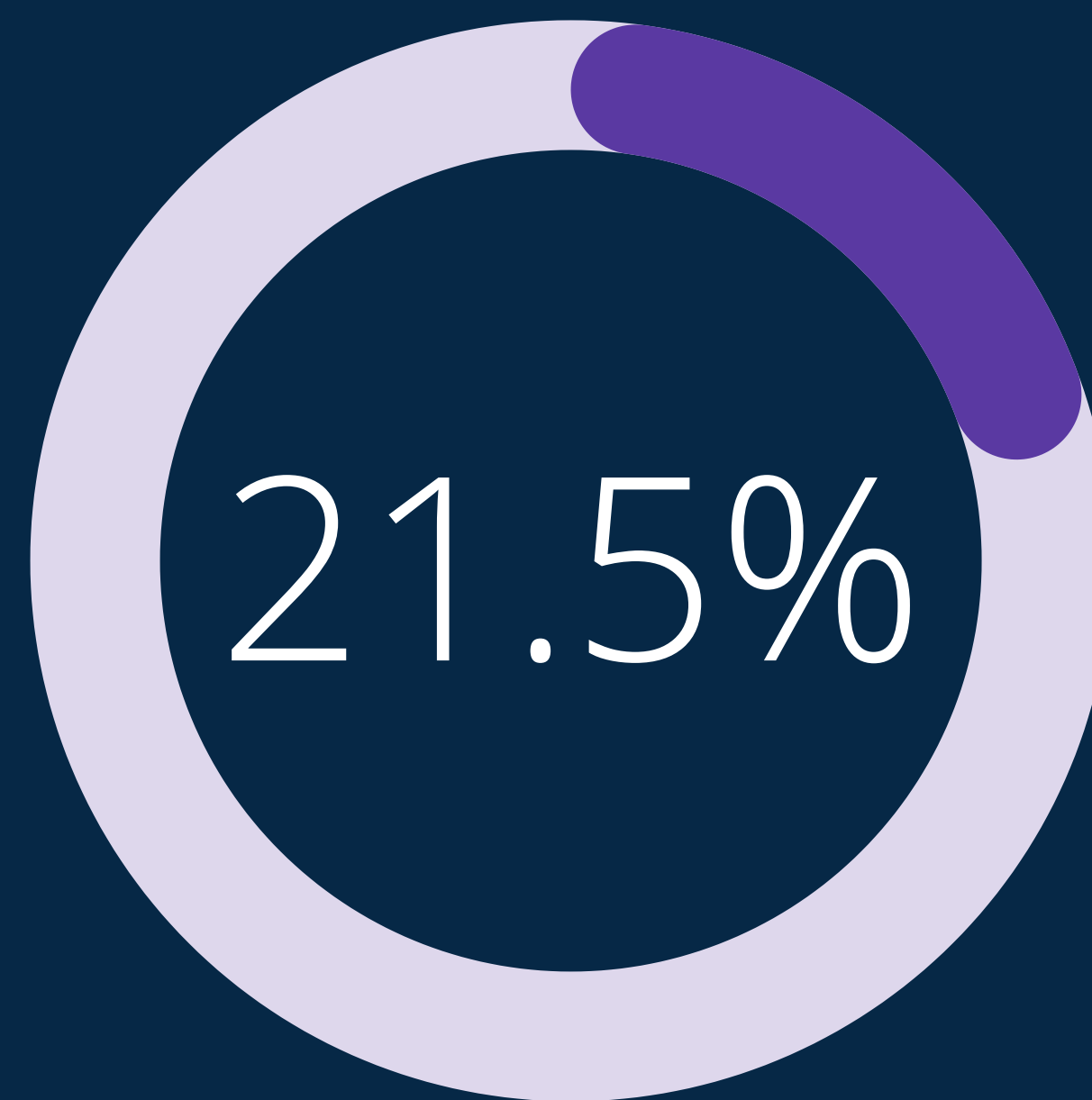
# How many features go unused in your current hybrid cloud storage solution?



2-5 features



< 2 features









5+ features

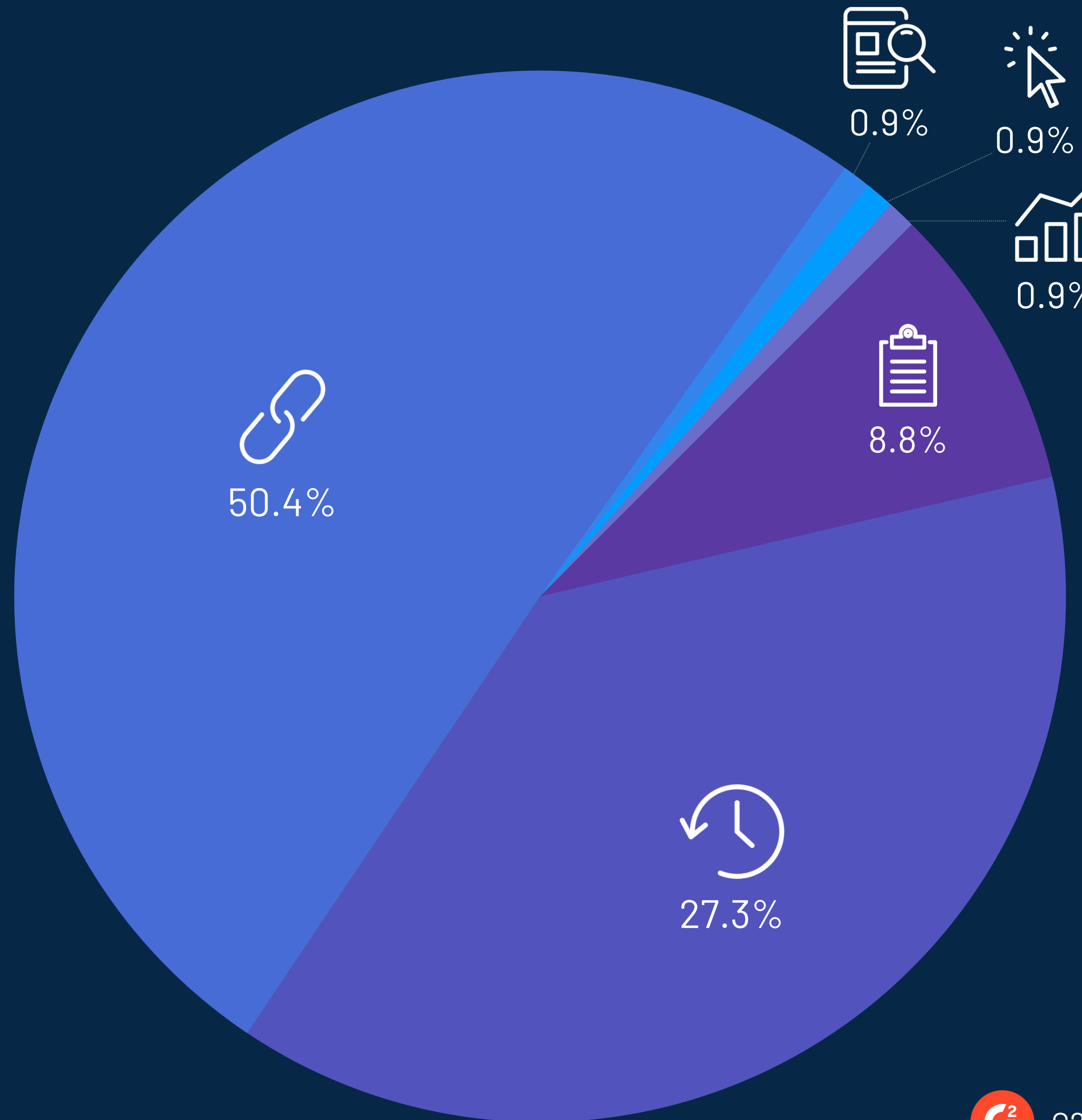
# 86%

saw an **increase in team productivity** after adopting a hybrid cloud storage solution.



# What aspect of hybrid cloud storage saves you the most time?

-  Connectivity with colleagues & resources
-  Easy GDPR compliance
-  Quickly restore backups after outages
-  Mostly managed; saves the need for IT
-  Ease of standing up & scaling
-  Quick deployment & easy monitoring



# Conclusion

Today, it's not a question of whether the cloud is secure. Rather, it's about whether businesses are using the cloud securely to shield themselves from cyber threats.

Rapid cloud storage adoption has opened pandora's box of data security. Companies are now looking for additional help from cloud security software as new threats proliferate.

**Keep your business safe and secure with cloud security software. After all, the cloud is the future.**

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