

THE SILVER LINING

Protecting Corporate Information in the Cloud

MOST EXECUTIVES TODAY KEEP THEIR HEADS IN THE CLOUD

67% 
of corporate executives worldwide use cloud services

64% 
believe the benefits of cloud-based tools outweigh potential risks to data security

BUT MANY STILL WORRY ABOUT DATA SECURITY >

45% 
feel very confident when their company's sensitive data rests in the cloud

34%
feel very confident when their company's sensitive data moves in/out of the cloud 

68%
are reluctant to embrace cloud services because of security concerns. And only a minority of those surveyed feel "very confident" about cloud security.

37% 
feel very confident when their company's sensitive data is being uploaded to/retrieved from the cloud

EXECUTIVES WORRY BECAUSE >

NEARLY 25%
of employees use cloud tools (such as file storage) without IT approval


79%
of employees admit engaging in **risky behavior** — intentionally or unintentionally — that places corporate data at risk (such as using personal email for business purposes)

48%
of employees **don't think about security risks** when transferring files or sharing documents over cloud-based services 

51% 
of employees believe safeguarding corporate information is **IT's problem, not theirs**

TO MAKE THE CLOUD SAFER, COMPANIES ARE

 Increasing security budgets

 Investing in education and awareness programs (8 in 10 surveyed)

BUT COMPANIES STILL NEED TO

Employ **data loss prevention (DLP)** tools to protect information from loss and theft. This type of safety net can help companies achieve agility and boost employee productivity while maintaining visibility and control of sensitive data.

SEE HOW SYMANTEC CAN HELP SAFEGUARD YOUR COMPANY INFORMATION

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Source: Keeping Your Data Safe: Protecting Corporate Information in the Cloud, July 2015; WSJ. Custom Studios and Symantec Corporation; Sample size was 360 business and IT executives in the U.S., U.K., Germany and Japan.