Survey: Security, Archiving and Compliance, 2011-2012

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SCOPE

This survey, designed and administered by The Radicati Group, Inc. in mid-2011, examines corporate and business user preferences, deployments, attitudes and behavior with regards to security, archiving and compliance. The survey was conducted with respondents from 100 business organizations of all sizes worldwide, representing a total of 228,068 business users.

The questionnaire used in the study aimed at identifying user behavior and corporate preferences in the following areas:

- Corporate IT Budgets & Priorities
- Security
- Archiving and Compliance

All currency figures are expressed in $USD.

Respondents were asked to answer on behalf of their organizations, as well as about their own personal use of technology.

Throughout this report we use the terms "business", "organization" and "company" interchangeably. Government and Education are considered businesses for the purposes of this report.

METHODOLOGY

The data and analysis contained in this study is based on primary research in the form of data collected from a specifically designed online questionnaire which was administered by to survey respondents worldwide in mid-2011.

Experienced analysts from The Radicati Group, Inc. collected and analyzed the data. Respondents included many high level IT executives, vice presidents, directors, network administrators, messaging architects, systems managers, systems engineers, and other corporate decision makers. Survey responses were collected from companies of all sizes, in various industries, worldwide.

EXECUTIVE SUMMARY

- This survey was used to understand corporate deployment, preferences and user attitudes with regards to security, archiving & compliance. The survey was administered to 100 organizations worldwide ranging in size from SMBs to Large organizations with a total of 228,068 business users.

- Over a third of respondents indicated that their IT budget increased from 2010 to 2011. This shows a healthy level of IT spending despite lingering economic concerns. In part, we believe this is a reprise of IT investments that may have been put on hold or slowed down in previous years.

- "Improving Security" was the top IT priority with survey respondents in 2011. This was followed by "Moving to Cloud Services" and "Reducing IT Costs". While respondents are clearly motivated to reduce or contain costs, security continues to be the highest priority for most organizations.

- Respondents indicated on average that about 16% of the email they receive is spam. This is slightly lower than last year when respondents reported that 19% of email received was spam. This decrease is very positive, especially considering that overall Internet spam traffic continues to increase. It shows that for the most part email security solutions are making headway in keeping under control the amount of spam that reaches end-users' inbox.

- Unsolicited email is often aimed at helping to sell a product or service, so we asked respondents whether they have ever purchased a product or a service as a result of unsolicited email. 20% of respondents indicated that they purchased something as a result of an unsolicited email. This is fairly high and it continues to validate unsolicited email as an effective way to do marketing.

- Viruses and other malware are a continuing concern with business and consumer users. Respondents indicated an average of 5.2 malware incidents per month, which required an average clean-up time per incident of 3.9 hours. This was slightly higher than last year's response, when the average number of incidents was 3.5 per month, and the average clean-up time was 3.3 hours. Despite advances in technology, virus threats continue to increase and are becoming more difficult to clean up.

- Email archiving is gaining penetration across all industries with over half of survey respondents indicating they have an email archiving solution in place.

- eDiscovery and DLP, however, are still lagging behind in adoption as organizations do not always have a clear view of what these services provide.

- Table 1, shows the spam percentage received by users in 2011 vs. 2010. The percentage of spam decreased from 19% in a similar survey last year in 2010, to 16% this year.
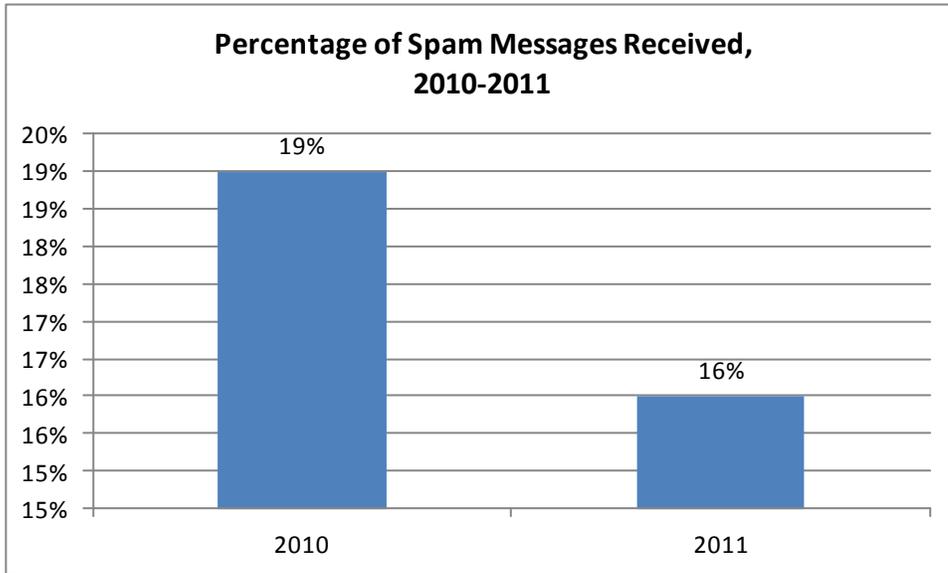
Percentage of Spam Messages Received, 2010-2011

19%

16%

2010   2011

Figure 1: Spam Comparison, 2011 vs. 2010

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