



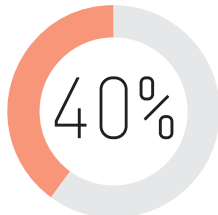
10 Fast Facts About Endpoint Data Protection

IT's next challenge: Responding to enterprise users who are more mobile-focused, tech-savvy and cloud-consumers



On the go and in the cloud

It's a BYOD world

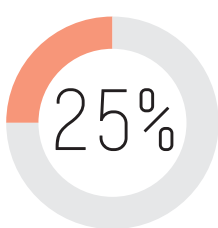


40% of U.S. consumers working for large enterprises use their personally owned smartphones, desktops or laptops daily for work.¹

Catch-as-catch-can backup

Just **over half** of IT organizations have formal processes for backing up all corporate-owned endpoint devices.²

Strong demand for cloud file sync and sharing



25% of the global information workforce used file sync and share services in 2013.³

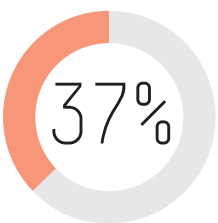
\$2.3 billion

Expected size of the cloud-based file synchronization and sharing market in 2018.⁴

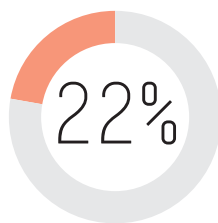
Is your high-value data protected?



Dangerous moves



37% of users uploaded at least one file to a file-sharing cloud service that contained sensitive or confidential data.



22% of files uploaded to a file-sharing service in that same timeframe contained sensitive or confidential data.⁵



5 biggest risks of using consumer-grade cloud file sync and share

- Data leakage and loss
- Secure accessibility
- Reduced IT control over and knowledge of data access
- Potential violations of compliance or regulatory requirements
- Lack of auditing capabilities once files are synchronized to a device or shared



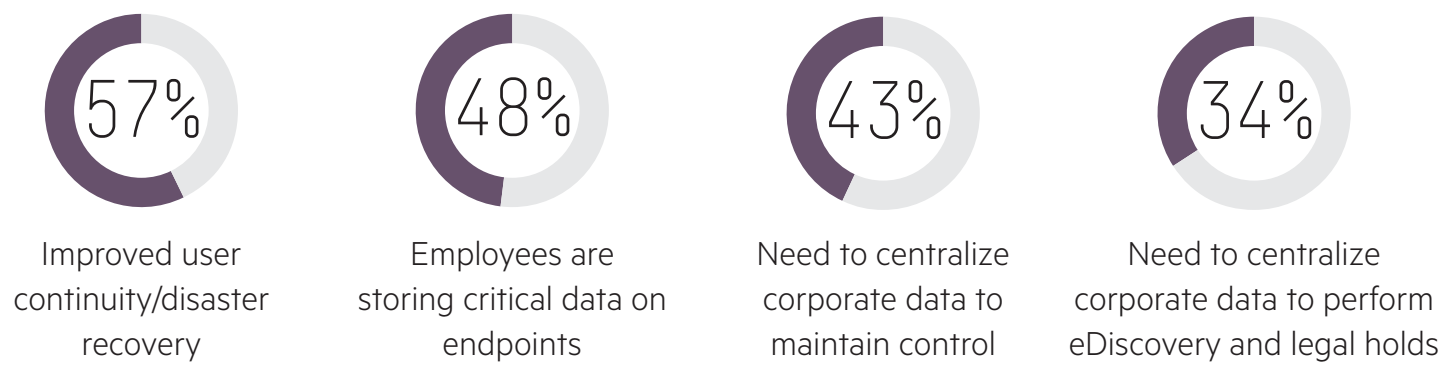
Enterprise-grade peace of mind

Built for business

Integrated file sync and share with endpoint backup provide **the enterprise** with centralized monitoring and control over synchronized and protected data

Consumer-grade services don't⁶

Why care about endpoint backup?⁷



Learn more at hpe.com/software/tryconnectedmx

¹⁻⁷For source information, please visit: biz-tech-insights.com/content-hp-connected-mx-endpoint-infographic