

Reinventing Backup and Recovery With AI and ML

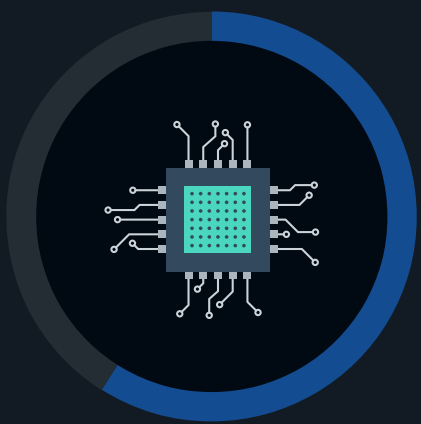
Artificial intelligence and machine learning (ML) are topics frequently discussed in various contexts today, primarily regarding their impact on society and application in specific scenarios. When it comes to backup and recovery, two questions are significant: How much AI-generated data needs protection? How will backup and recovery processes adapt to take advantage of these rapidly evolving technologies?

TechTarget's Enterprise Strategy Group recently surveyed IT and data professionals familiar with and/or responsible for data protection and data science for their organization to gain insights into these trends.

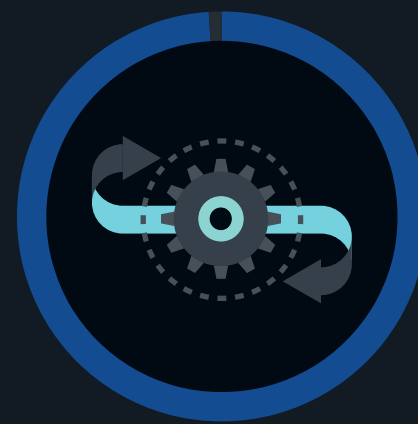
Notable findings from this study include:



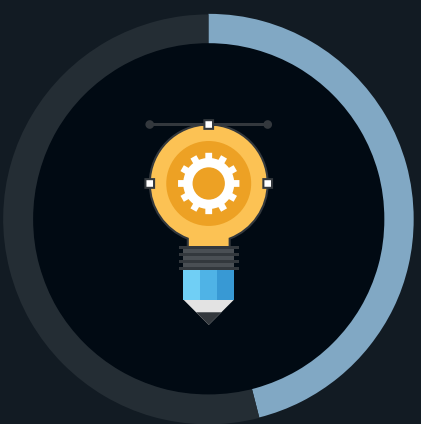
89%
of organizations **do not back up more than 75% of their AI-generated data.**



59%
of organizations worry about the potential high costs of recreating AI models in the event of data loss.



99%
of organizations report that built-in AI/ML capabilities are important to support their data backup, data recovery, and ransomware recovery efforts.



46%
of organizations expect generative AI capabilities to help them create data recovery plan strategies.



72%
of organizations expect AI/ML to help them improve their overall cybersecurity and cyber-recovery RPO and RTOs.

For more from this Enterprise Strategy Group study, read the full research report, *Reinventing Backup and Recovery With AI and ML*.

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