

World Backup Day 2025: A Call to Action for Data Resilience and Cybersecurity

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World Backup Day, observed annually on March 31, serves as a crucial reminder of the importance of robust data protection strategies.

As the digital landscape evolves, data has become the backbone of businesses, fueling decision-making, innovation, and operational continuity.

However, with the rising threats of cyberattacks, system failures, and human errors, organizations must prioritize data resilience. World Backup Day, observed annually on March 31, serves as a crucial reminder of the importance of robust data

protection strategies. Industry leaders emphasize the significance of proactive measures in ensuring business continuity and security.

Rising Threats Demand Smarter Data Strategies

According to Sanjay Agrawal, Head Presales & CTO, India and SAARC, Hitachi Vantara and Chair SNIA, data is the currency of modern business, and its compromise can lead to severe financial and reputational damage. He highlights that a single ransomware attack not only causes downtime but also erodes trust and disrupts operations.

"The World Bank's report, A Review of the Economic Costs of Cyber Incidents, estimates that ransomware damages could reach \$265 billion annually by 2031, with a 30% year-over-year growth. This underscores the increasing urgency for resilient data protection strategies," he stated.

Agrawal urges enterprises to embed data backup and recovery into their IT frameworks, leveraging intelligent storage and automated backups to ensure fast, seamless recovery and business continuity.

India's Risk Landscape and Governance Challenges

Richard Apostolik, President and CEO of the Global Association of Risk Professionals (GARP), underscores the vulnerabilities in India's risk landscape. He points to the IIA-Protiviti India Survey 2025, which reveals that while 66% of Chief Audit Executives identify cybersecurity and AI as top governance risks, only 16% believe their audit teams are adequately prepared to tackle them. Furthermore, 60% of enterprises acknowledge the lack of digitized processes in their internal audits, exposing them to financial fraud and operational disruptions.

"World Backup Day is a crucial reminder that data resilience must be a fundamental part of corporate governance. As digital transformation accelerates, Indian organizations must act now to fortify their backup protocols and mitigate increasing cyber threats," Apostolik said.

Regulatory Compliance and Data Protection in Financial Services For financial institutions, safeguarding sensitive customer and business data is a priority. Anuj Khurana, Co-Founder and CEO of Anaptyss, emphasizes that inadequate data backup strategies can lead to downtime, cyberattacks, regulatory penalties, and financial losses.

"Regulations such as the Gramm-Leach-Bliley Act (GLBA) and GDPR mandate financial institutions to implement stringent data protection measures, including encryption, access controls, and retention policies. At Anaptyss, we have adopted stringent IT controls such as ISO 27001, PCI DSS, and SOC Type 1 accreditations to safeguard customer data," he explained. He also highlighted the need for robust Enterprise Risk Management (ERM) frameworks and compliance measures to mitigate security risks effectively.

AI-Driven Innovation and the Need for Data Resilience

The growing AI ecosystem in India also underscores the importance of data backup. Rahul Paith, CEO of MATH, highlights that as AI-driven startups increasingly rely on vast datasets, data resilience is essential.

"The India Cyber Threat Report 2025 recorded 369.01 million security incidents in 2024, with Telangana being the most targeted state. With over 150 AI startups operating under DST MATH's ecosystem, robust backup systems are crucial for safeguarding innovation and ensuring business continuity," he stated. Paith reaffirmed DST MATH's commitment to equipping AI startups with effective data protection tools and strategies.

Proactive Data Security: A Business Imperative

Girija Kolagada, Vice President of Engineering at Progress, reiterates that data loss can occur due to cyberattacks, human errors, or system failures, making reliable backup plans a necessity. "World Backup Day serves as a reminder for organizations to prioritize data security. A well-defined backup strategy not only mitigates cyber risks but also prevents costly operational disruptions. Ensuring operational continuity is directly linked to customer trust, reinforcing the need for proactive security measures," Kolagada noted.

Embracing a Data-First Approach

As businesses and individuals navigate an increasingly digitized world, the importance of robust data backup strategies cannot be overstated. World Backup Day is more than just a symbolic observance—it is a call to action for organizations to implement comprehensive, resilient data protection frameworks. Whether through intelligent storage solutions, regulatory compliance, or AI-driven security measures, ensuring data resilience today will define business sustainability tomorrow.