

# Cloud Outages Are the Rule, Not the Exception: The True Business Impact

Traditional approaches are not designed for the complex, interconnected, and rapidly evolving nature of cloud-native architectures, making them increasingly inadequate as modern application development patterns become the norm.

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## Drift Happens: The Hidden Time Bomb in Your Cloud Infrastructure

Configuration drift poses a critical challenge for cloud-native applications. This drift directly undermines digital resilience, as backed-up states increasingly misalign with ever-evolving production configurations.



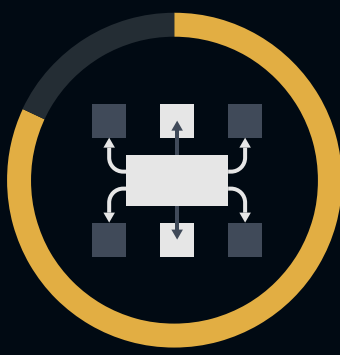
**47%**  
of new applications are cloud-native.



**83%**  
of organizations say most or all cloud-native applications are business-critical.



**54%**  
of organizations experience cloud-native application outages every few weeks or more frequently.



**82%**  
of organizations reported problematic levels of change that undermine recovery capabilities.



**69%**  
said that configuration drift weakens digital resilience.



**42%**  
of cloud application failures require a complete rebuild rather than simple backup restoration.

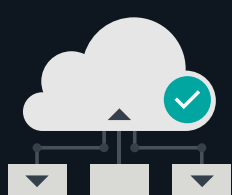
## Cross-cloud Confidence: The Power of Unified Tools

As cloud-native architectures accelerate toward majority status, fragmented protection approaches create dangerous blind spots that compromise business continuity. Standardized protection tools bridge the operational divide, allowing consistent recovery capabilities across increasingly hybrid application portfolios.

When you think of digital resilience technologies (tools for backup, recovery, etc.), how important are each of the following?

■ Critical   ■ Important   ■ Somewhat important

Consistency in tools and functionality across cloud environments



35%

52%

13%

Consistency in tools and functionality across application types



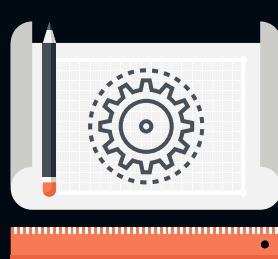
33%

49%

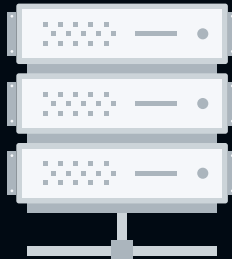
17%

## The Rebuild Revolution: From Days to Minutes

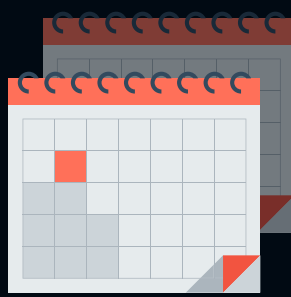
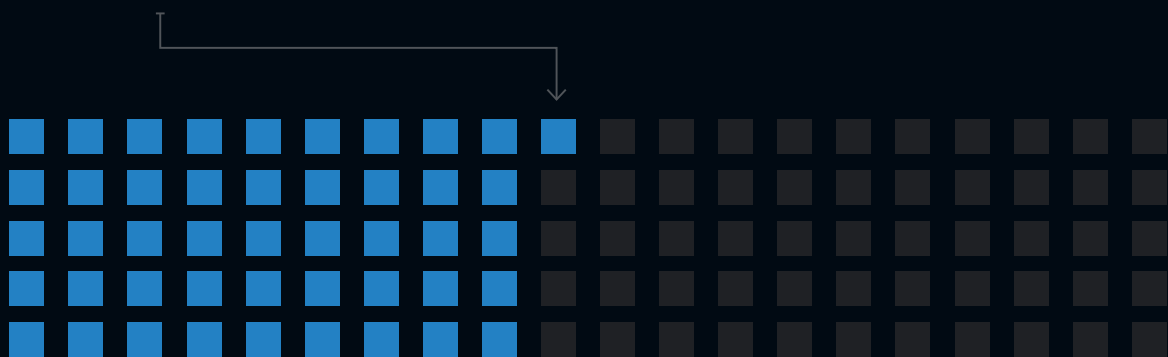
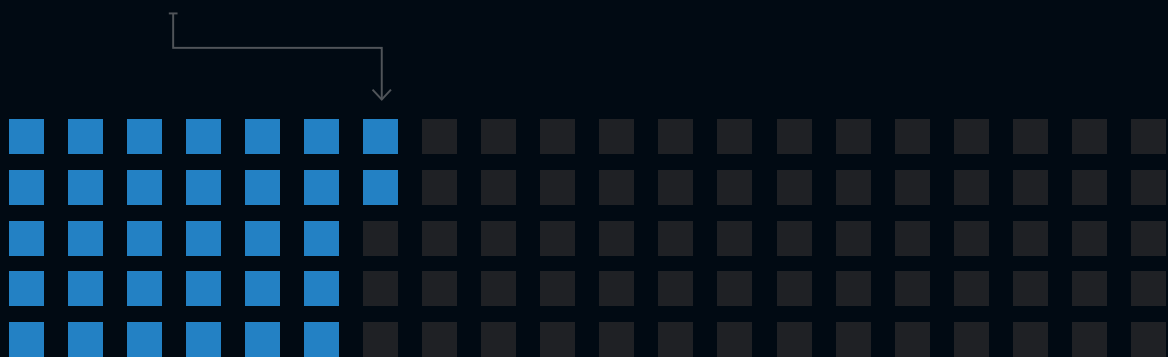
Implementing a unified cloud protection solution with automatic rebuild capabilities can deliver immediate business value by helping dramatically reduce recovery time and operational burden, liberating specialized personnel from repetitive recovery tasks and redirecting their talents toward innovation. As cloud-native adoption accelerates, organizations with streamlined rebuild capabilities gain critical competitive advantages in both recovery speed and resource efficiency.



**32%**  
of organizations required **3-4 weeks** just to reestablish core functionality when rebuilding cloud applications from scratch.



**46%**  
of organizations needed **3-4 months** to completely restore the production environment following a rebuild.



On average, organizations require **40.6 person-days** to restore core functionality during complete rebuilds.



Rebuilds represent approximately **\$210,836 annually** in labor costs diverted from strategic initiatives to recovery efforts.

**Staff cost is high, but there are many other kinds of cost.**  
41% of organizations faced disruption of strategic initiatives during cloud application rebuild periods.

**Torsten Volk,**  
Principal Analyst, Application Modernization



## Conclusion

The increasing adoption of cloud-native architectures creates an urgent need for resilience solutions designed specifically for dynamic, distributed environments. By implementing unified protection with automatic rebuild capabilities, companies can close the growing resilience gap while freeing valuable resources for innovation. Don't let configuration drift become a hidden vulnerability—transform your cloud resilience strategy today to help you enable faster recovery, lower costs, and sustained competitive advantage.

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