

Communication gap puts data at risk, says Cogeco Data Services survey

Open communication between C-Level Management and IT Managers is the best way to ensure data integrity

TORONTO, June 22, 2010 – More than one in four data management professionals don't believe the data risks that their organizations face have been properly identified and addressed at the C-Level, and almost three-quarters say they don't have the internal communications channels needed to voice their concerns to top management. This, according to a recent survey conducted by Angus Reid Public Opinion on behalf of Cogeco Data Services.

"Data issues can occur very suddenly – as in a system crash – or over a long period through digital hoarding of emails and the like," said Tony Ciciretto, President of Cogeco Data Services. "The key to ensuring long-term data integrity is to have the proper systems and corporate practices in place, which can only happen when C-Level Executives and IT Managers have open and regular dialogue."

The survey also indicates that data managers are feeling overwhelmed by the proliferation of data from a wide variety of sources. Almost 40 per cent of survey respondents said that they are either unsure or don't believe their companies have the protocols in place that identify and control data growth issues. The absence of such protocols may create greater pressure on the IT Professional to raise such issues to management.

In addition to the lack of protocols, about half the IT Professionals surveyed feel that the abundance of mobile devices on which data is stored and accessed is also increasing the risk to their organization.

Open communication between C-Level Management and IT Managers is the best way to ensure data integrity. Unfortunately, IT Managers and C-Level Executives are often reluctant to discuss data management issues in a candid and honest fashion. IT Management can be left fearful of proposing a solution that may seem too expensive – albeit required – or worry they don't have the right to bother their boss with their concerns. In turn, CEOs assume that the company's data is being managed well and the solutions that are in place are effective – simply because they haven't heard any different, which could potentially result in a data management crisis.

Beside the growing volume of data and the lack of clear communication channels between the C-Level and mid management levels, the IT Professionals surveyed identified three key obstacles to proper risk management in many organizations:

- 37% believe they do not have a sufficient level of authority to approach the C-Level Executives with data concerns
- 32% believe that the corporate structure of the company would make change hard
- 28% believe they would not be given the budget

“It is important for the C-Level Executive to take a leadership role—in cooperation with business units—to ensure communication channels are open to identify data management issues before they have time to become a threat,” said Mr. Ciciretto. “As a data communications provider, Cogeco Data Services has a unique insight as to how IT Management and the C-Level work together and the impact their communication practices have on an organization’s data management practices.”

About the Survey

From April 29 to May 5, 2010, Angus Reid Public Opinion conducted an online survey among a sample of 268 adult IT Professionals, age 18+, who are Angus Reid Forum panel members. These individuals were sampled according to their employment title and role. Discrepancies in or between totals are due to rounding. Due to the small base sizes within individual cells, this report covers topline results only.

About Cogeco Data Services

With its suite of connectivity and managed services (Ethernet MetroLAN, Managed Wavelengths, Dedicated Internet, Co-location, Storage, Backup and Business Continuity), Cogeco Data Services supplies its customers with the fast, reliable and secure ability to access, manage, move and store large amounts of data worldwide. The Company’s wholly-owned, redundant network is all-optical, and offers near limitless bandwidth with services that scale to meet the needs of some of Canada’s largest companies and public sector organizations. The company’s One Zone wireless service, rated the fastest Wi-Fi service in North America by Novarum Research, is a consumer service located within a six square kilometre area of downtown Toronto. The network is designed to promote user mobility and is ideal for users who want Internet access on the go. www.onezone.ca

For more information about Cogeco Data Services, a wholly-owned subsidiary of Cogeco Cable Inc., visit www.cogecodata.com.

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