# Veritas EMEA Research Content

'The Databerg': *How EMEA organisations will waste $891bn a year by 2020*

# Content

| | |
|---|---|
| 1 | The Databerg |
| 2 | What's feeding the Databerg? |
| 3 | How do we shine a light on the Databerg? |
| 4 | How can Veritas help? |

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# 'The Databerg | Price tag could be $891B by 2020 in EMEA
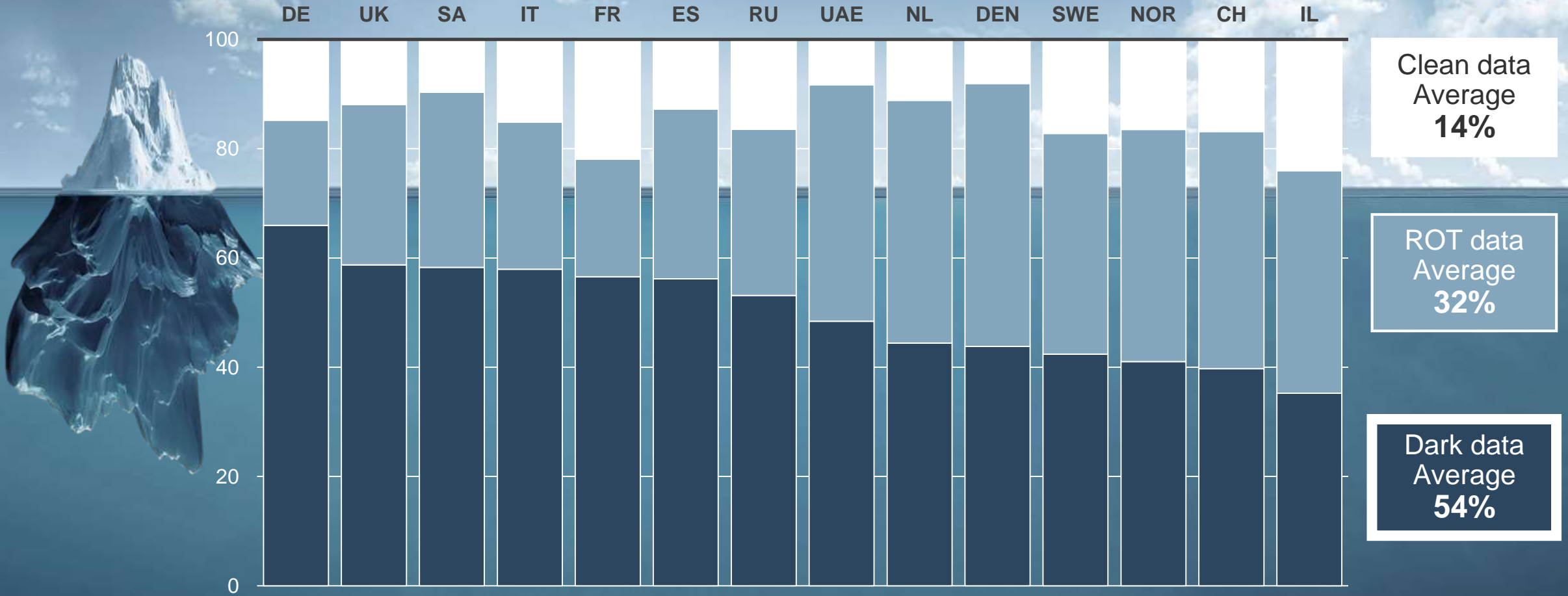
Clean Data      14%

ROT data      32%

**46%**    Tagged or classified data

**54%**    Dark data

*Dark data costs the average business $672k per year*

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# Germany has the darkest data

Clean data Average **14%**

ROT data Average **32%**

Dark data Average **54%**

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# Data hoarding

## *The myths…*

| | |
|---|---|
| **1** | **Storage is Free** |
| **2** | **More data delivers more value** |
| **3** | **All Data is equal** |

## *The issues and attitudes……*

| | |
|---|---|
| **1** | **Strategies based on data volumes not business value** |
| **2** | **Increased reliance on 'free' storage and the acceleration to cloud** |
| **3** | **A growing disregard for corporate data policies by employees** |

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# Today, data volumes, not business value, drives IT strategy and budget

One fifth of EU organisations don't know the business value of their data
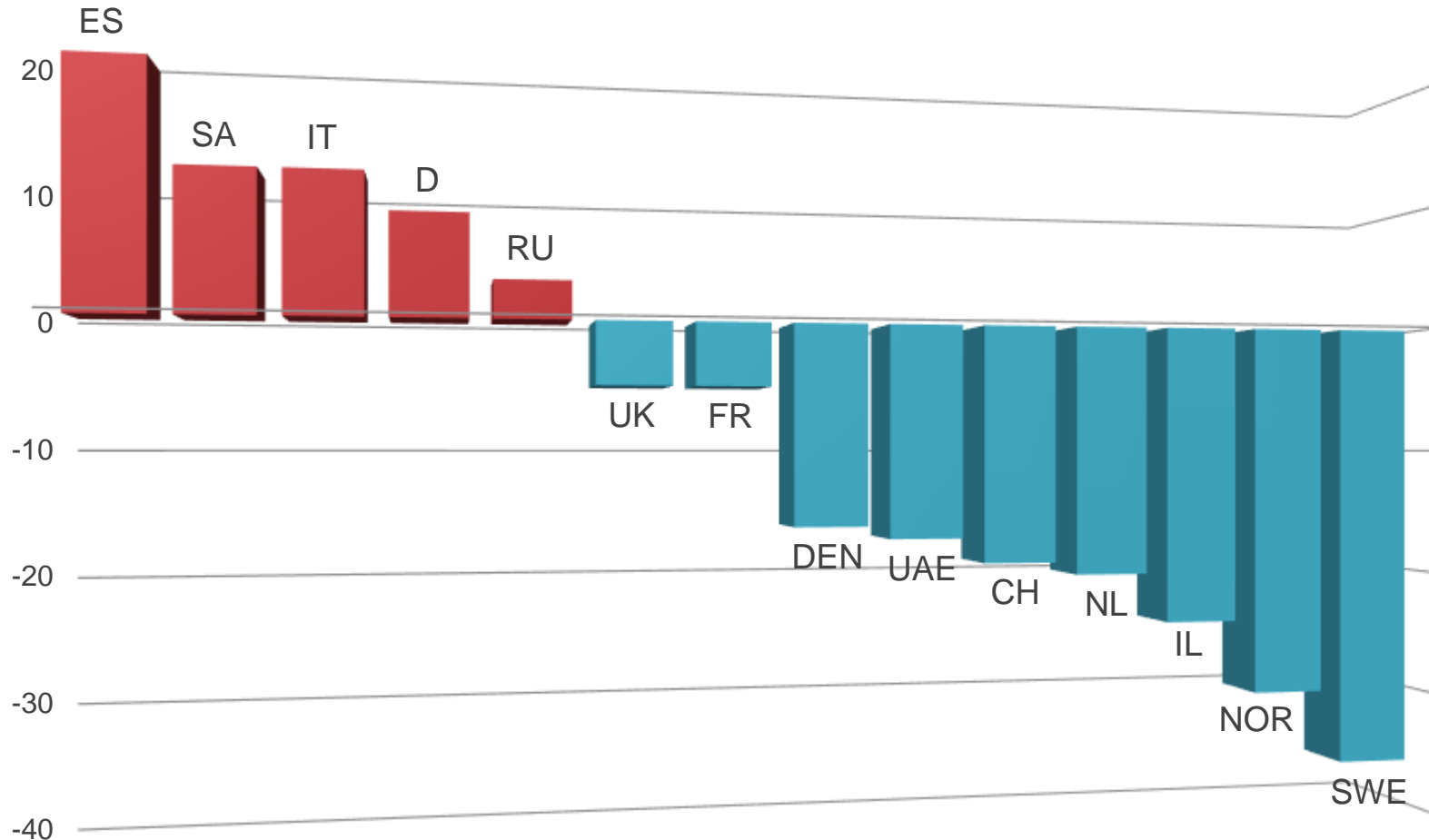


THE RIGHT WAY
More value = more budget

% differential between those costing on volume rather than value

THE WRONG WAY
Larger volume = more budget

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# Meanwhile, the mass migration of data to the cloud is accelerating…
Cloud storage and processing to increase by a third in 2016

Average % of data estimated to be in the cloud

Within the next 12 months

**45%**
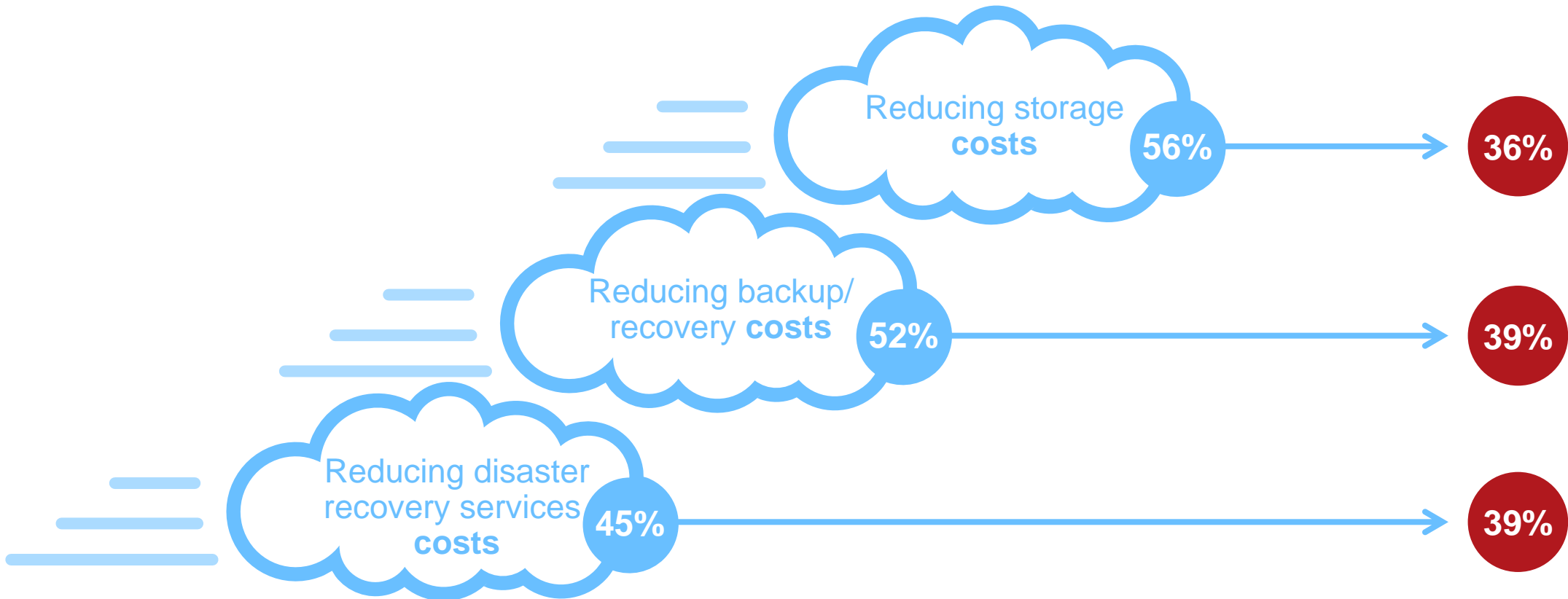
Today

**33%**

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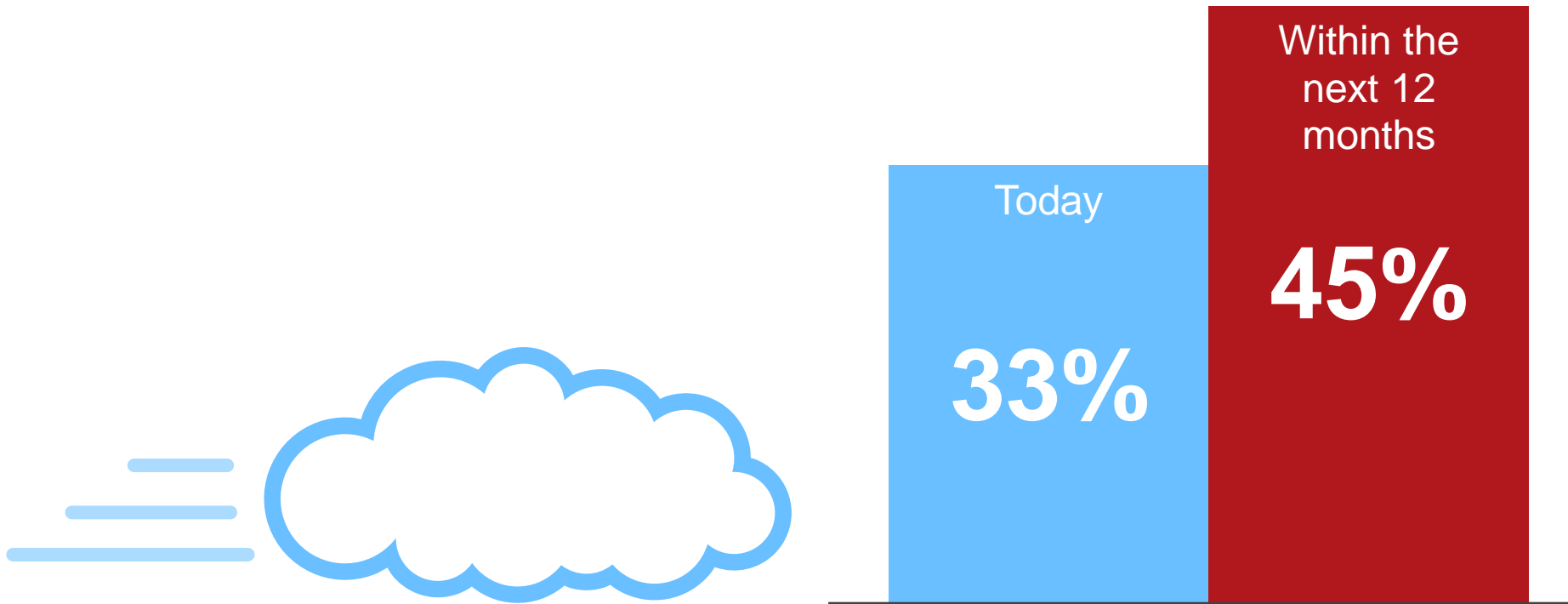
# …due to the perception of the cloud as a short-term cost saver

Cost drives cloud adoption but is not a future concern

*What's driving it?*

*Future concern:*
*Increasing cost over time?*

Reducing storage **costs**  **56%** → **36%**

Reducing backup/ recovery **costs**  **52%** → **39%**

Reducing disaster recovery services **costs**  **45%** → **39%**

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# Employees see data storage as "Free", so they use Sync & Share services with, or without, permission



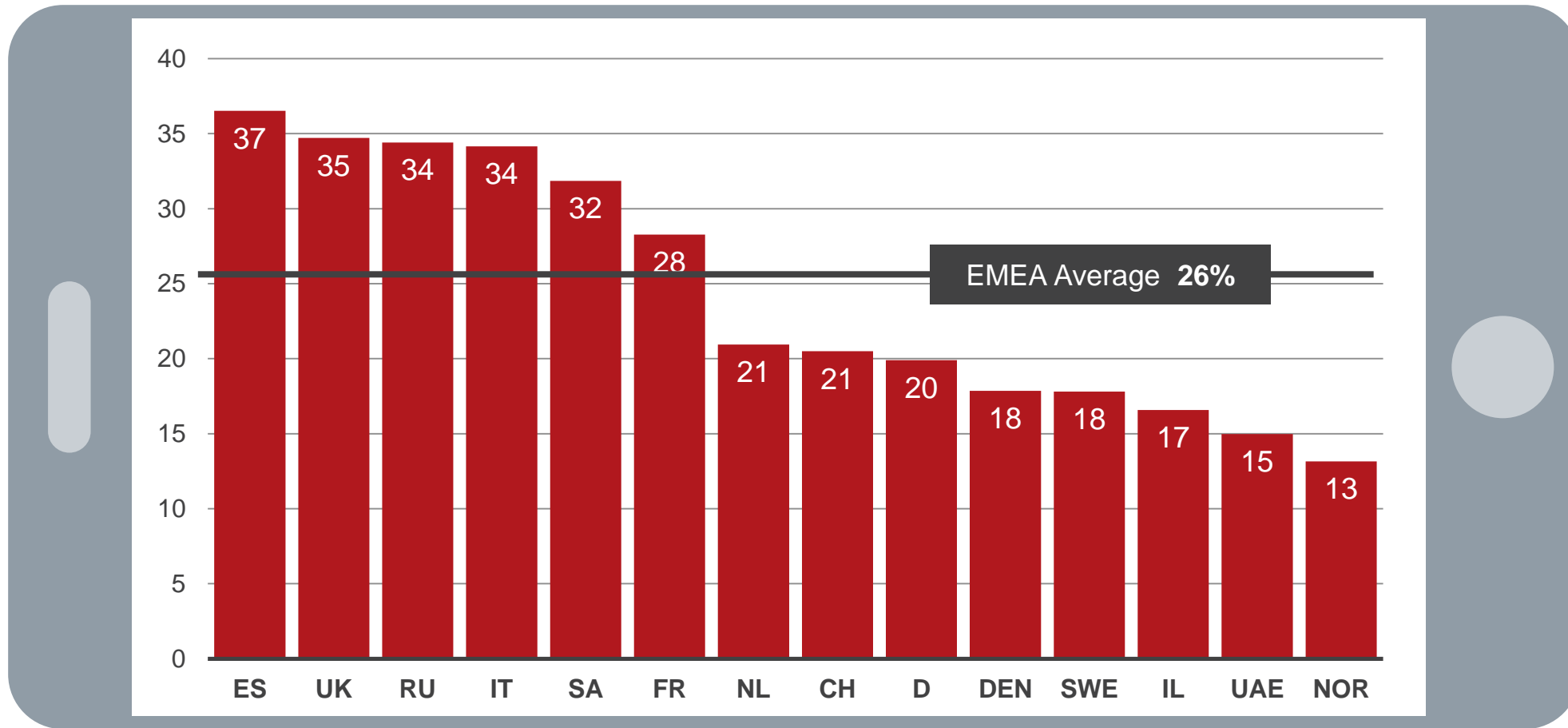**92% of EMEA employees use Synch & Share service within policy…**

**..but 62% violate policy using other Synch & Share not sanctioned**

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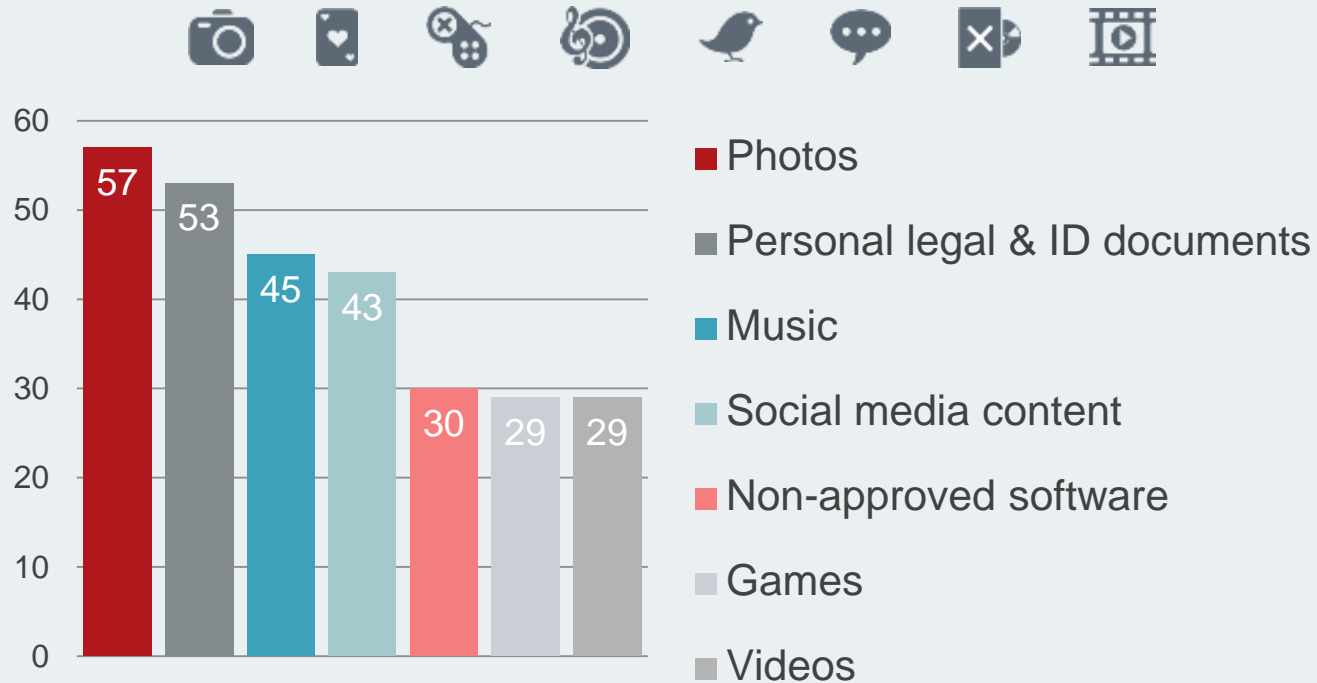# Today's employees treat work IT resources as their own Personal IT infrastructure

Average % of employees storing data on work devices



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# More personal data than ever exists on corporate networks

## More file types stored at work by employees (%)

- Photos: 57
- Personal legal & ID documents: 53
- Music: 45
- Social media content: 43
- Non-approved software: 30
- Games: 29
- Videos: 29

Legend:
- ■ Photos
- ■ Personal legal & ID documents
- ■ Music
- ■ Social media content
- ■ Non-approved software
- ■ Games
- ■ Videos

## More ways for employees to store data
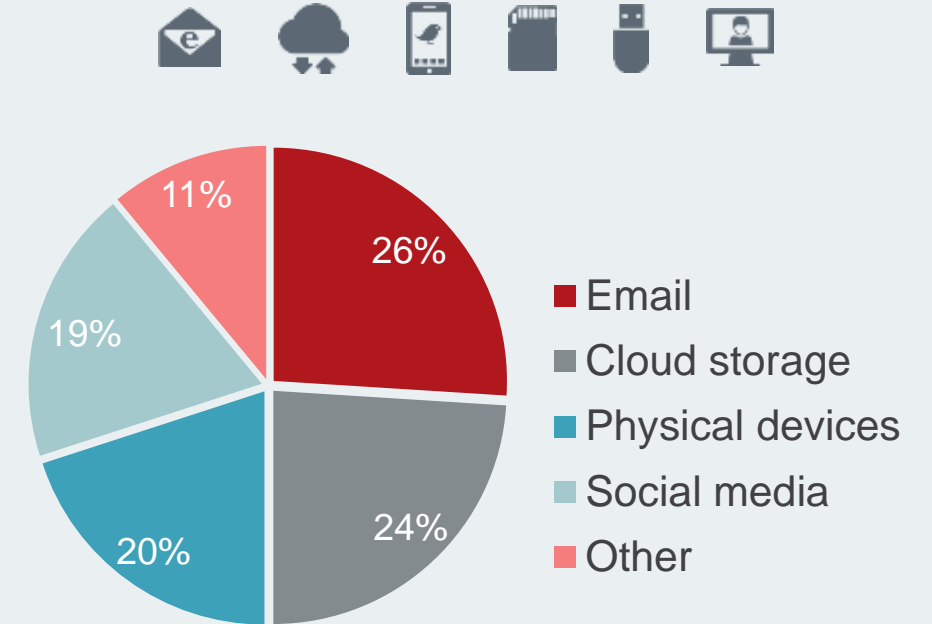
- Email: 26%
- Cloud storage: 24%
- Physical devices: 20%
- Social media: 19%
- Other: 11%

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# Gain Visibility: Illuminate your Dark Data

**Clean Data**                 14%

**ROT data**                   32%

**46%**    Tagged or classified data

**54%**    Dark data
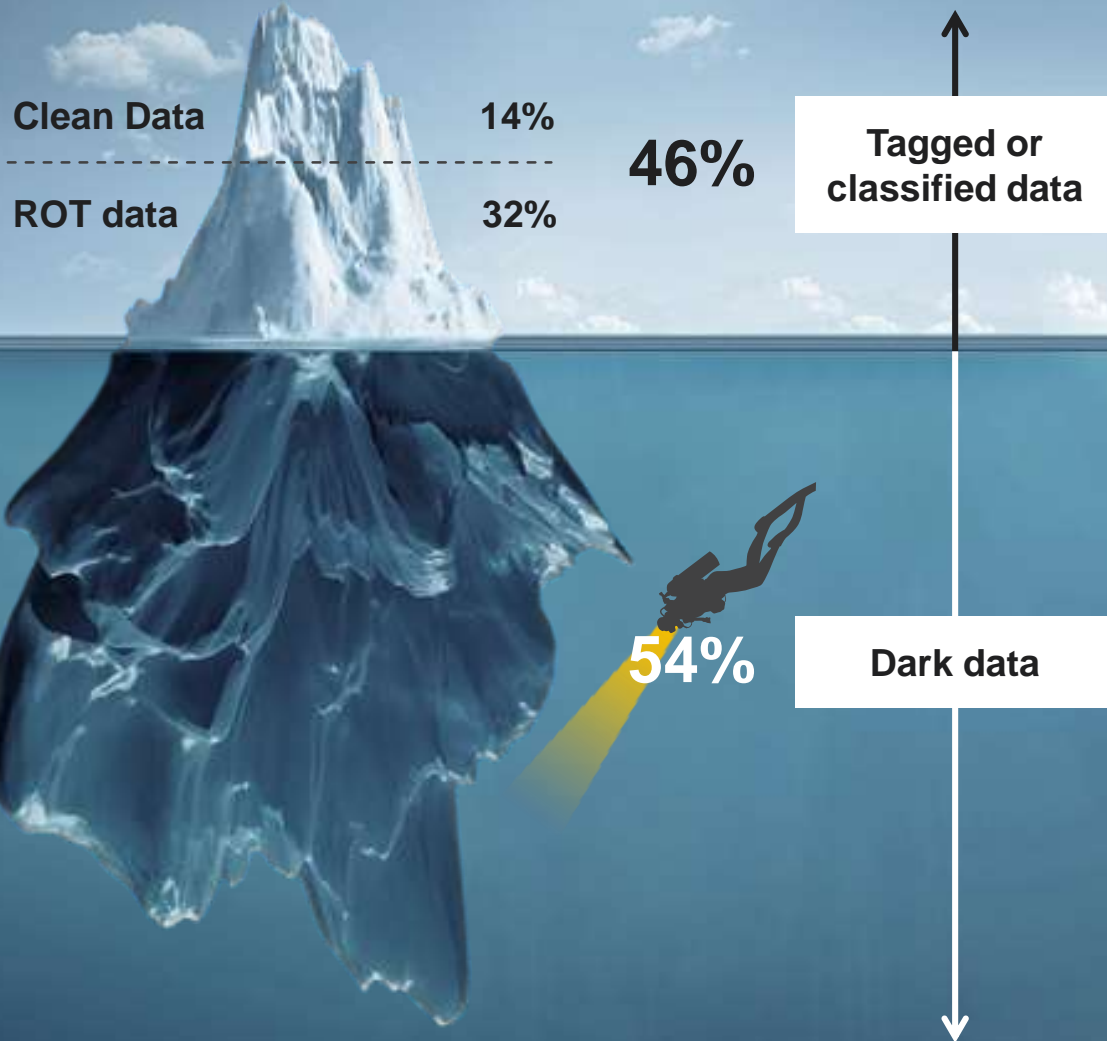
*Establish an Information Governance strategy based on value*

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# Take action: eliminate the ROT
Organisations IT policy stating when ROT data has to be deleted

**Better cashflow** ←——————————————————→ **Worse Cashflow**

- Weekly: **6%**
- Monthly: **21%**
- Quarterly: **32%**
- Yearly: **16%**
- Less than yearly: **7%**
- Ad-hoc: **6%**
- No strategy in place: **11%**

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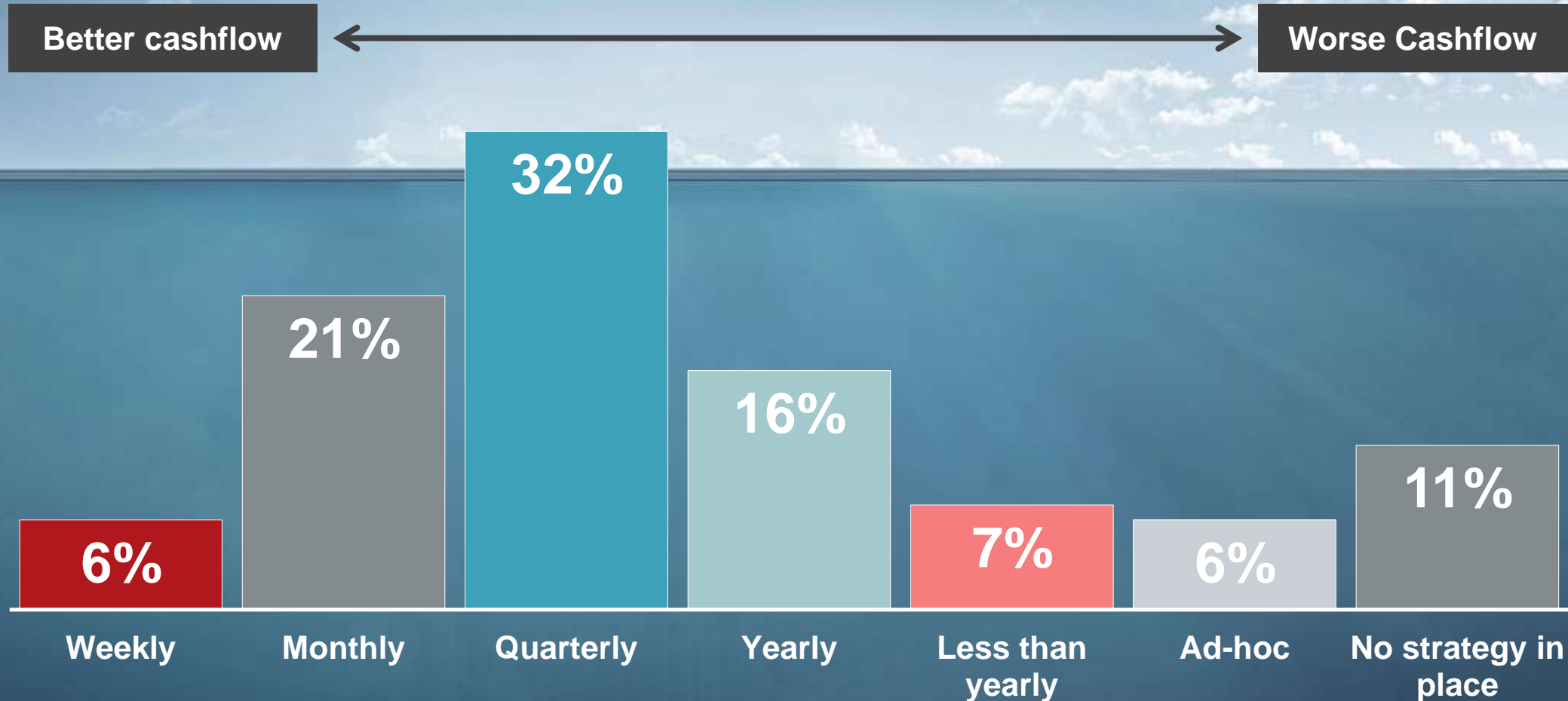
# Take action: create a standard for data classification
How an organisation classifies or tags the data it stores

**More sophisticated** ←——————————————→ **Less sophisticated**

| 14% | 16% | 33% | 35% | 36% | 36% | 44% |
|-----|-----|-----|-----|-----|-----|-----|
| Organisation's data retention policy | Description | Age | Type | User | Project | Sensitivity |
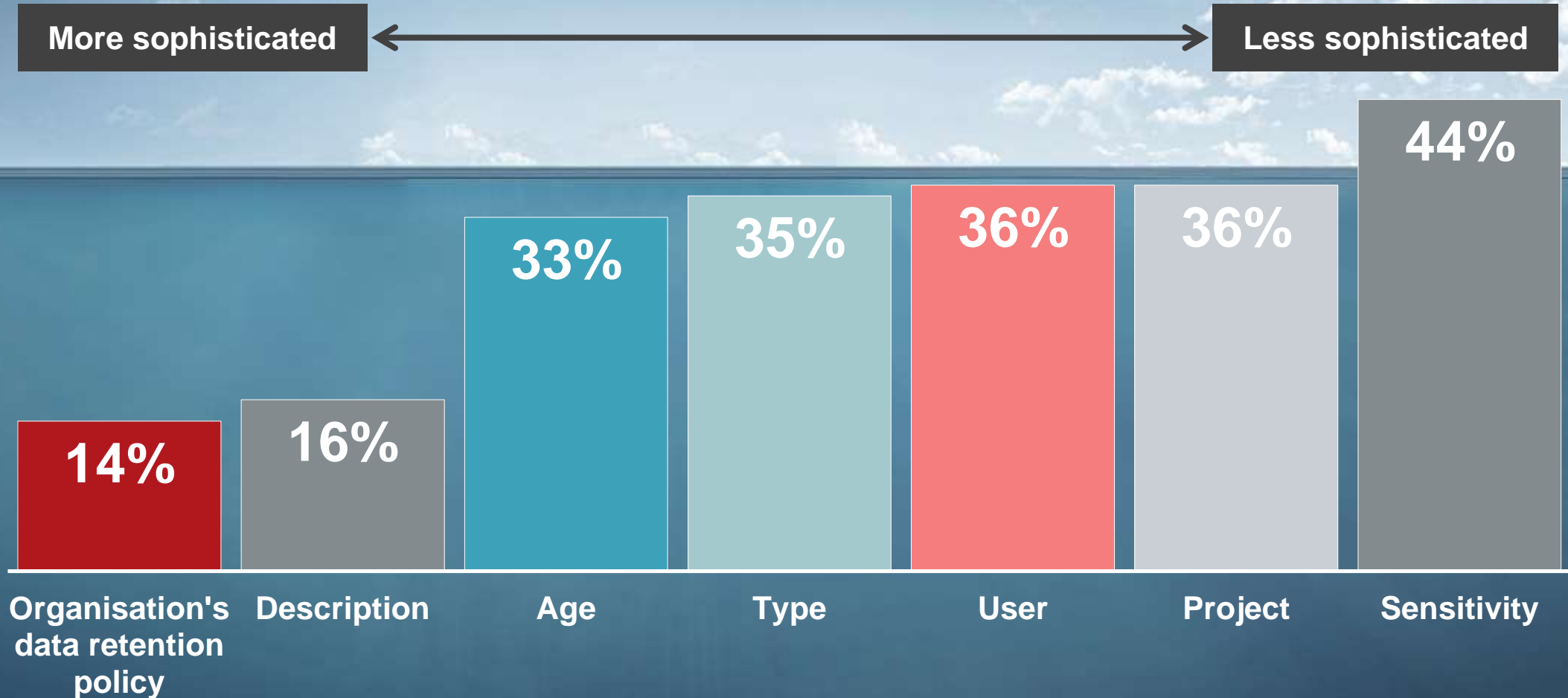
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# Assume control: nudge employee behaviour
Top risk factors IT professionals should be most worried about

**1** Employees being careless with how they handle company data — **42%**

**2** Mobile platforms not being suitable for the secure transport of data between on-premise and cloud servers — **33%**

**3** Individual departments deploying their own services and not considering data/information management — **30%**

**4** Ownership and governance of personal data held on company devices — **25%**

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# Three Veritas Recommendations

**1**    **Identify dark data, expose risk and identify valuable information**

**2**    **Define a workable information governance strategy for unstructured data with c-level sponsorship that encourages compliant user behaviour**

**3**    **Increase business agility by enabling continuity of service in the cloud**
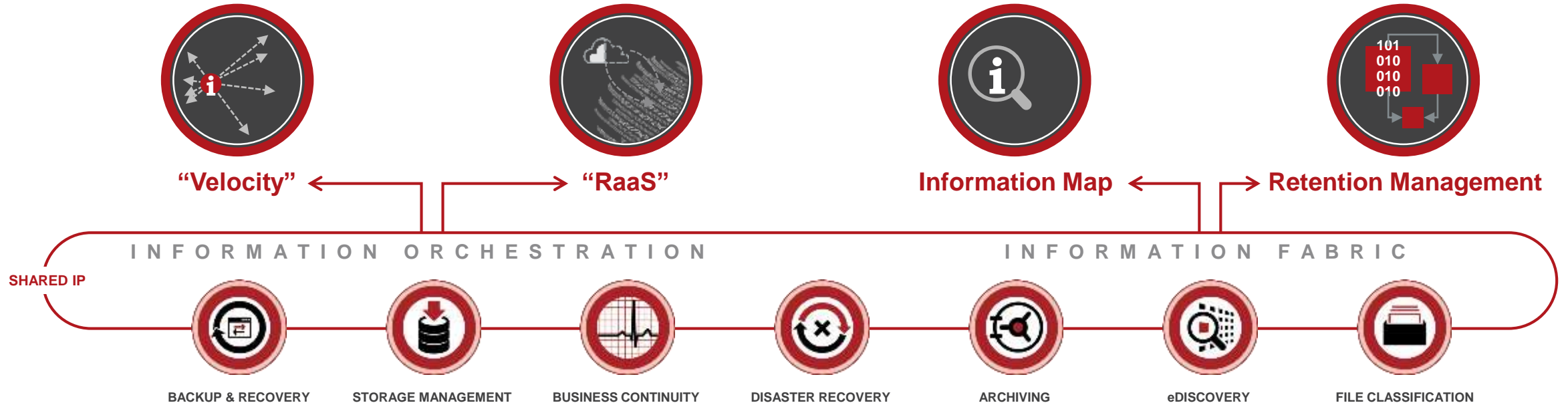
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# HARNESSING THE POWER OF INFORMATION

## INFORMATION AVAILABILITY

- WHAT YOU NEED

- WHEN YOU NEED IT

- WHEREVER IT RESIDES

## INFORMATION INSIGHT

- KNOW WHAT YOU HAVE

- LEVERAGE WHAT YOU KNOW

- MAKE BETTER DECISIONS

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# VERITAS | BUILD TOWARDS THE NEXT-GENERATION



"Velocity"  "RaaS"  Information Map  Retention Management

SHARED IP

INFORMATION ORCHESTRATION          INFORMATION FABRIC

BACKUP & RECOVERY   STORAGE MANAGEMENT   BUSINESS CONTINUITY   DISASTER RECOVERY   ARCHIVING   eDISCOVERY   FILE CLASSIFICATION

## INFORMATION AVAILABILITY

- WHAT YOU NEED
- WHEN YOU NEED IT
- WHEREVER IT RESIDES

## INFORMATION INSIGHT

- KNOW WHAT YOU HAVE
- LEVERAGE WHAT YOU KNOW
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## Thank you!

## Questions & Feedback?