THE DATABERG REPORT:
SEE WHAT OTHERS DON'T

IDENTIFY THE VALUE, RISK AND COST OF YOUR DATA

THE STATE OF INFORMATION MANAGEMENT:
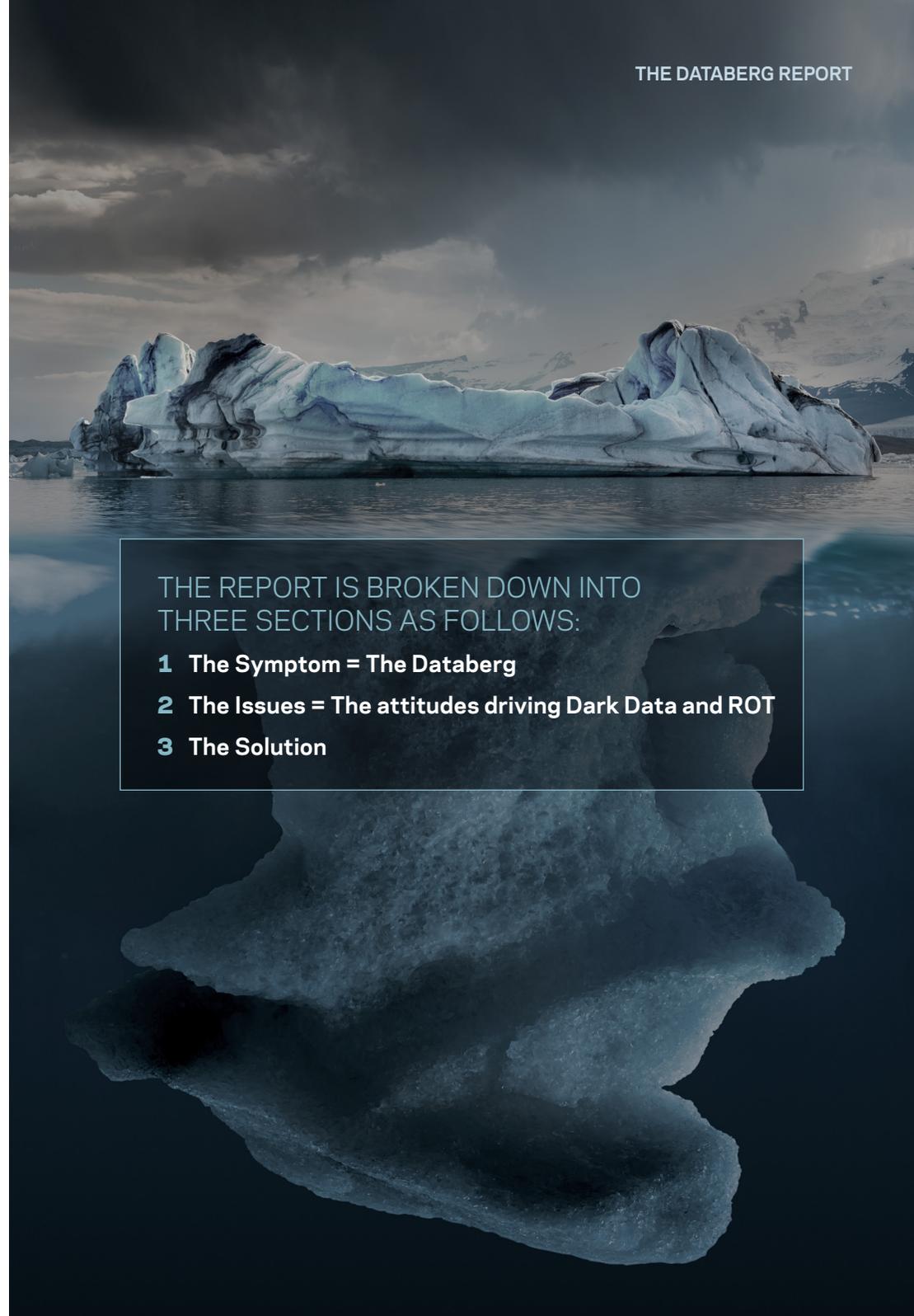**UNITED STATES OF AMERICA**

VERITAS™

OVERVIEW

Organizations across Americas, EMEA and Asia Pacific are hoping to harness the power of information in the face of a growing data deluge.

Which make the findings from the largest independent research report into organizational data management, covering some 2,550 respondents across 22 countries, a must-read for IT executives.

The study, conducted for Veritas by research firm Vanson Bourne, looks at the issues surrounding the phenomenon of the Databerg and uncovers how organizations throughout the globe are on track to waste more than $3.3tn by 2020.

The report uncovers three seemingly unrelated attitudes at the strategic, organizational and individual levels which are driving up operational costs and adding unacceptable levels of risk to modern businesses. It also offers practical steps to take action and regain control of the Databerg.

THE REPORT IS BROKEN DOWN INTO THREE SECTIONS AS FOLLOWS:

1 **The Symptom = The Databerg**
2 **The Issues = The attitudes driving Dark Data and ROT**
3 **The Solution**

THE US DATABERG

A new and largely ignored set of risks are threatening our organizations. The effects of today's exploding data volumes have gone overlooked by most US business leaders.

They may be forgiven for this oversight. Previous leaders did not expect their organizations to cope with data levels growing this fast. Such a data deluge never previously existed.

We all need to pay close attention because the data deluge is not only set to continue but to rapidly accelerate, with important consequences for organizations whose behavior ignore the growing Databerg made up of three elements:

Business Critical data – This is data identified as vital to the on-going operational success of our organization. We need to protect and proactively manage Business Critical data.

Redundant, Obsolete and Trivial (ROT) data – This is data identified as Redundant, or duplicate, data, Obsolete, no longer having business value, and Trivial data with little or no business value for us. We need to proactively minimise ROT data by securely deleting it on a regular basis.

Dark Data – This is data whose value has not yet been identified. It may include vital Business Critical data as well as useless ROT data. Either way, it consumes resources. We need to explore and assign Dark Data, as either ROT or Business Critical data, as soon as practical.

16%
BUSINESS CRITICAL DATA

46%
TAGGED OR
CLASSIFIED DATA

30%
ROT DATA

54%
DARK DATA

54% OF COMPANY DATA IN THE US IS DARK

The average US organization has 16% of its data tagged as Business Critical, or clean data, which has a recognizable business value, as compared to a global average of 15%.

At 30%, ROT data is 3% **less than the global average** of 33% but Dark Data is 2% worse than other countries. At 54%, the US has **one of the highest rates of Dark Data** globally.

Most of what US and global organizations are storing has little or no business value.

THIS EQUATES TO **WASTED CORPORATE RESOURCES OF UP TO $3.3TN** IN AMERICAS, EMEA AND ASIA PACIFIC BY 2020 IF ORGANIZATIONS DON'T CHANGE THEIR BEHAVIOR AROUND INFORMATION MANAGEMENT.

Databergs are not all bad. When they are well managed, business critical data is safeguarded and waste is minimised. However, we can only manage what we see. ROT is bad, but at least we know that, Dark Data is the real issue for for US organizations.

Even the $3.3tn global figure may not tell the full story. The direct costs consumed by Databergs in IT resources and management time do not account for the current and future investment cash which they tie up and which could be better spent elsewhere. By classifying more of their data, organizations would have a better view on how much money could be re-invested.

Veritas dispels 3 myths

MORE DATA DOES NOT DELIVER MORE VALUE

THERE'S NO SUCH THING AS FREE STORAGE

NOT ALL DATA IS EQUAL

THE BEHAVIORS DRIVING DARK DATA AND ROT

Our everyday attitudes to data and our behavior at the strategic, organizational and employee levels are causing Dark Data and ROT levels to grow. These behaviors include:

STRATEGIC

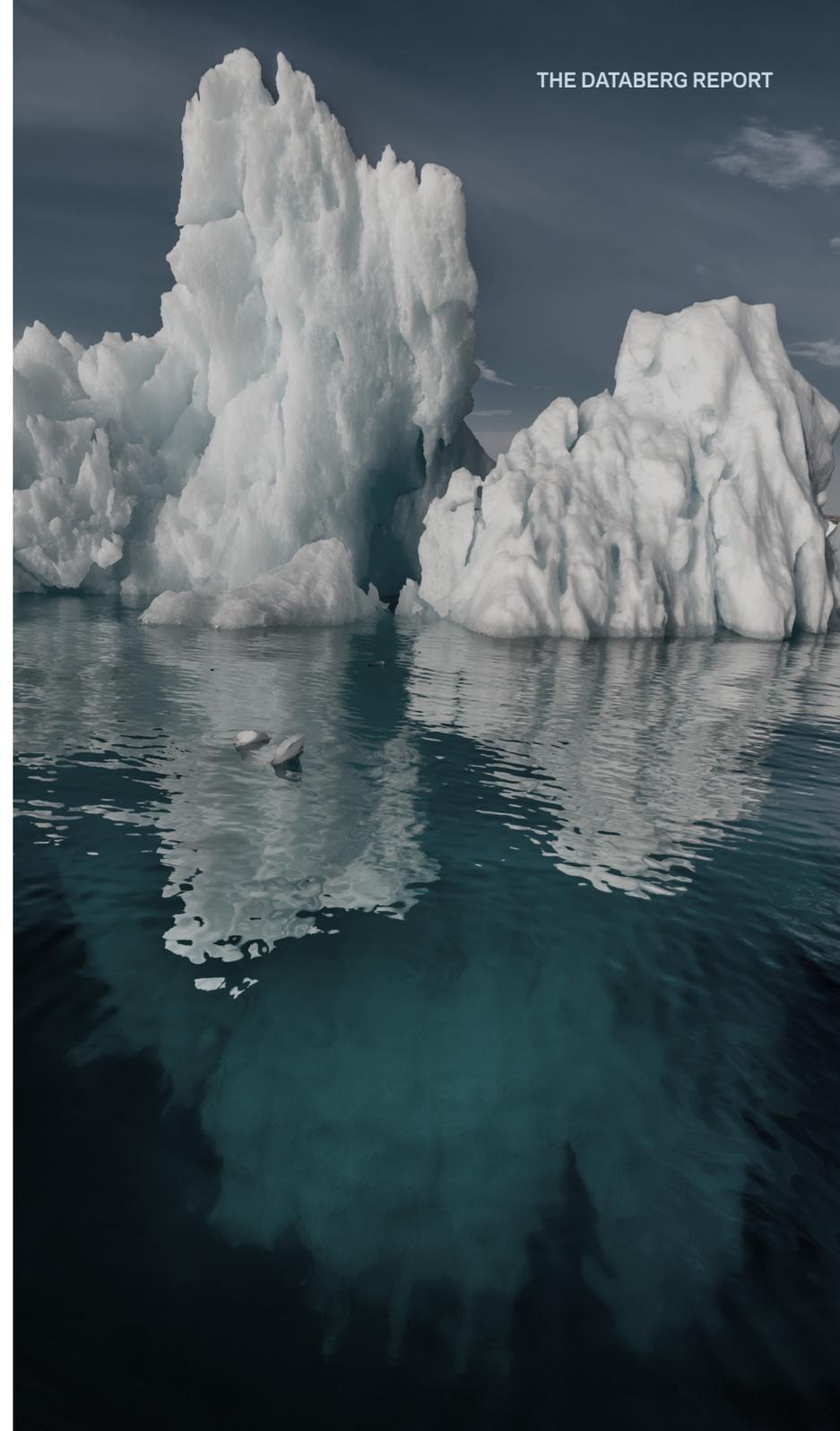IT strategies and budgets based solely on data volumes, not business value

ORGANIZATIONAL

A rapid adoption of cloud applications and storage under a false 'storage is free' premise

INDIVIDUAL

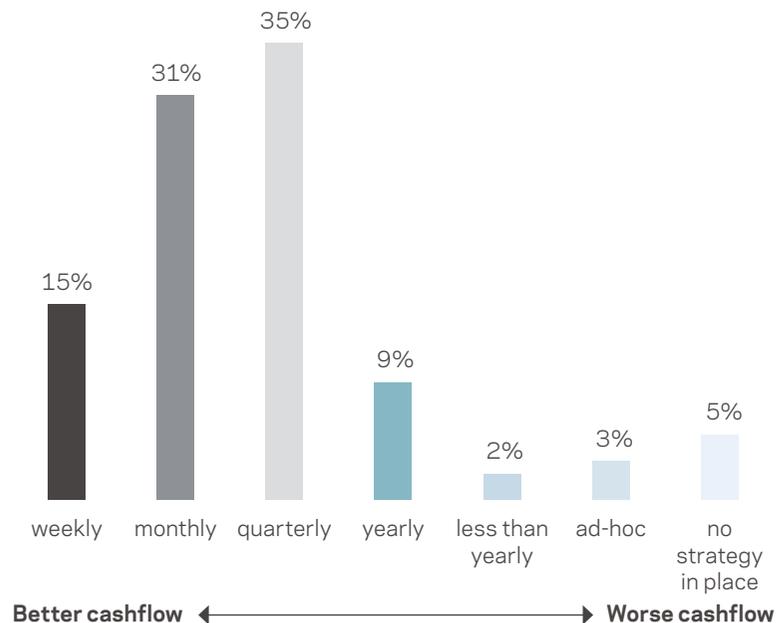Employees believing corporate IT resources are free to use, both for business and personal use

TAKE CONTROL OF THE DATABERG

So how can we shine a light on Dark Data to identify business value and risk?

1 Having an **IT policy** stating ROT data has to be eliminated is critical especially as 5% of US organizations currently don't. Once the strategy is in place, ROT data should be deleted on a regular basis. The more often we free up resources, the sooner cashflow improves.

Organizations IT policy stating when ROT data has to be deleted

35%
31%
15%
9%
5%
3%
2%

weekly   monthly   quarterly   yearly   less than yearly   ad-hoc   no strategy in place

Better cashflow ⟵⟶ **Worse cashflow**

2 JJust as 16% of US organizations do, data needs to be classified based on the organization's data retention policy, not just sensitivity, project or type. But more importantly, a **workable information governance journey** for Dark Data has to be implemented.

3 As more US organizations migrate to the cloud, the number of employees using corporate networks for their personal use is growing, leading to more type of files such as personal legal and ID documents (62%), photos (60%) or non-approved software (27%) being stored at work. Due to this growth, 45% of respondents in the US stated IT professionals should be worried about employees being careless with how they handle company data. This needs to be addressed by **setting up procedures and nudging employees' behavior.**
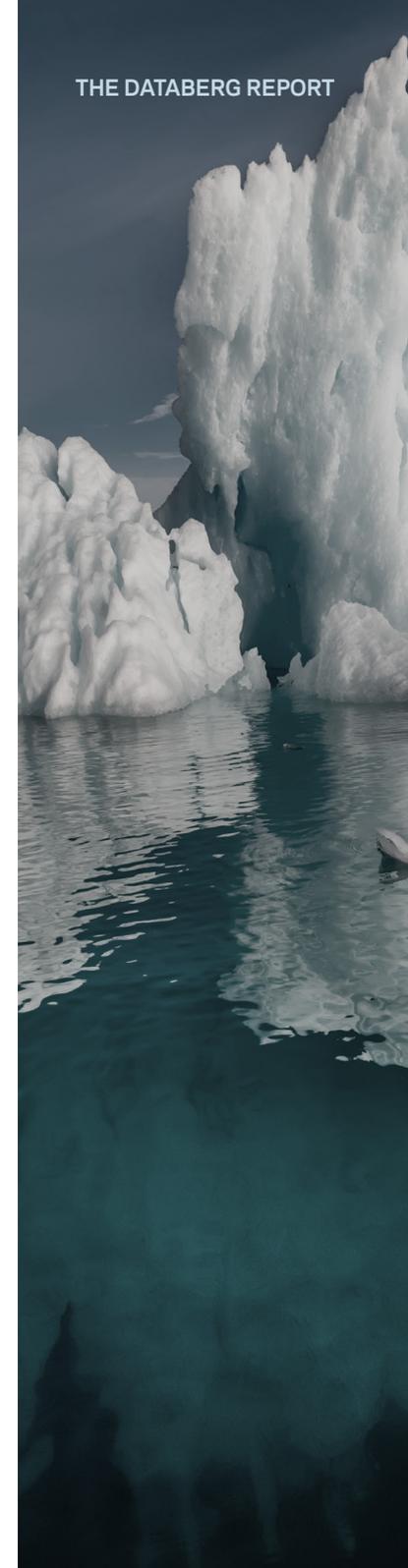
62%
Store personal ID and legal documents

60%
Store photos

27%
Store unapproved software

US ORGANIZATIONS NEED TO TAKE ACTION

In order to avoid spiralling future data management costs and the risk of sweeping sanctions, US organizations need to take action, now, and reduce their Databergs by:

1

Illuminating **Dark Data** to reduce risk exposure and unlock hidden value
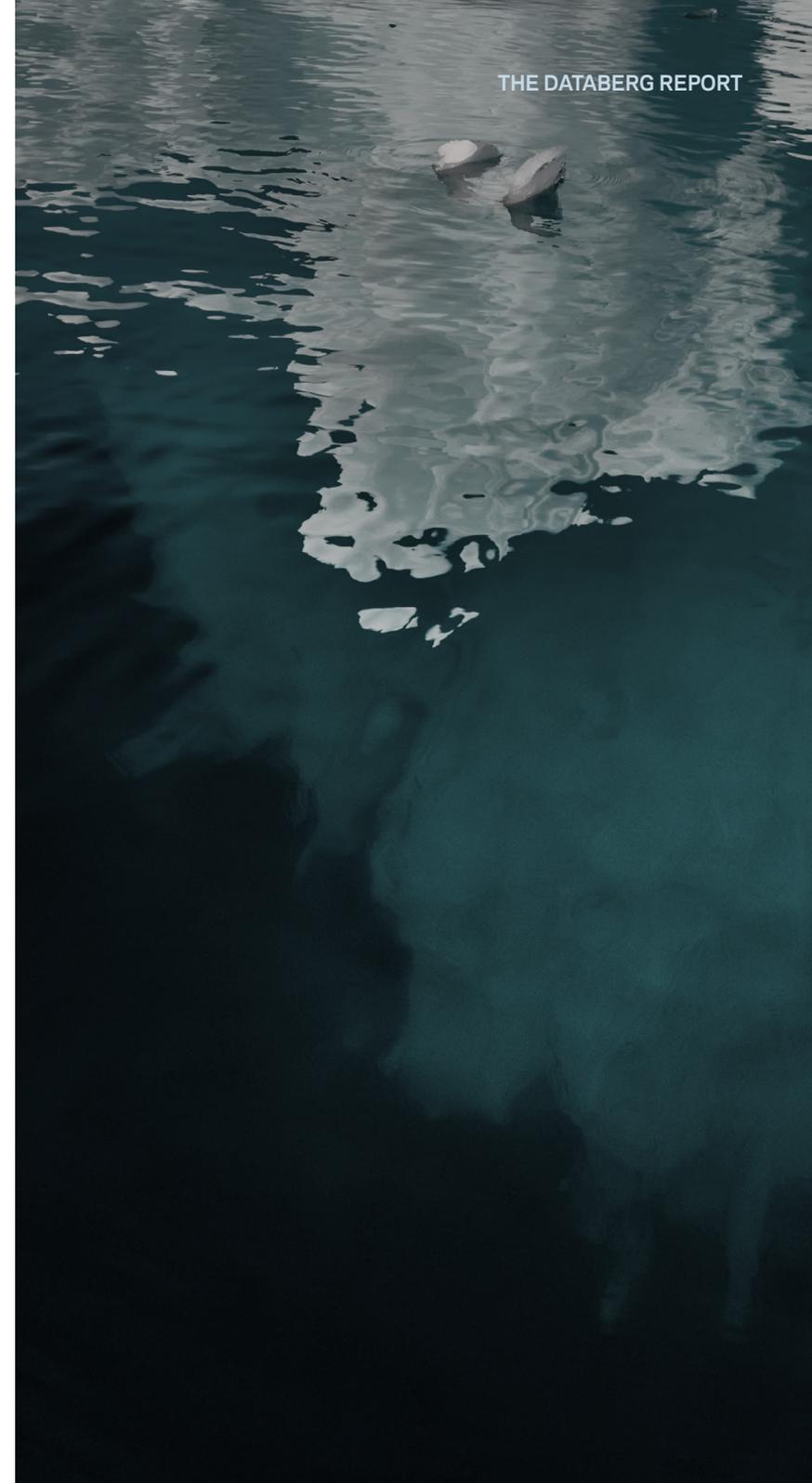
2

Proactively eliminating **ROT** which clogs our organizations

3

Encouraging employees to **maintain and manage** good data hygiene

FEW PREDICTED GROWTH IN DATA VOLUMES WOULD ONE DAY OUTSTRIP OUR ABILITY TO CONTROL IT. NOW, AT LAST, IT HAS. **IT'S TIME FOR YOU TO GAIN VISIBILITY, TAKE ACTION AND ONCE AGAIN ASSUME CONTROL.**

HOW VERITAS CAN HELP

At Veritas, our mission is to help organizations harness the power of their information, wherever it resides, by driving availability and revealing insights.

1 **GAIN VISIBILITY**

Identify your dark data, expose the risks and extract the value from your information

2 **TAKE ACTION**

Make better business decisions to classify, retain or defensibly delete your ROT data

3 **ASSUME CONTROL**

Define a workable information governance strategy, sponsored at C-Level, to encourage compliant user behavior and reduce risk

In addition to the Dark Data Assessment which offers guidance on illuminating Dark Data and eliminating ROT, Veritas offers a full range of Information Management software including:

Veritas™ Backup and Recovery ❯

Veritas™ Business Continuity ❯

Veritas™ Storage Management ❯

Veritas™ Information Governance ❯

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