



# THE DATABERG REPORT: **SEE WHAT OTHERS DON'T**

IDENTIFY THE VALUE, RISK  
AND COST OF YOUR DATA

**VERITAS™**

We are revealing exclusive findings from one of the largest independent research reports into organizational data management.



2,550  
respondents



22  
countries

Covering 2,550 senior IT decision makers across 22 countries, this study, conducted for Veritas by research firm Vanson Bourne, looks at how organizations across the globe (including Americas, EMEA and Asia Pacific), store and manage their data, highlighting attitudes and behaviors that are fuelling the data explosion.



# EXECUTIVE SUMMARY

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 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 is stuck in the pre-Databerg Age.

The Databerg concept helps explain how we have got here. Databergs are caused by adding enormous 'Dark Data' volumes to poorly understood corporate data. They conceal a threat 'below the waterline' that adds significant levels of risk and cost to organizations. **And this risk is rising.**

DATABERGS ARE NOT ALL BAD.  
WHEN THEY ARE WELL MANAGED,  
BUSINESS CRITICAL DATA IS  
SAFEGUARDED AND WASTE  
IS MINIMISED. **WE CAN ONLY  
MANAGE WHAT WE SEE.**

In order to manage for the Databerg Age, we need to recognize that Databergs exist in every organization and are made up of three very different elements:



**BUSINESS  
CRITICAL DATA**

**REDUNDANT, OBSOLETE  
AND TRIVIAL, OR ROT DATA**

**DARK DATA, LURKING FAR  
BENEATH THE LINE OF SIGHT**

# THE DATABERG EXPLAINED

The Databerg is the key concept to understand why we are failing to deal with the new phenomenon of data explosion. Databergs contain all three types of data we store today:

## BUSINESS CRITICAL DATA

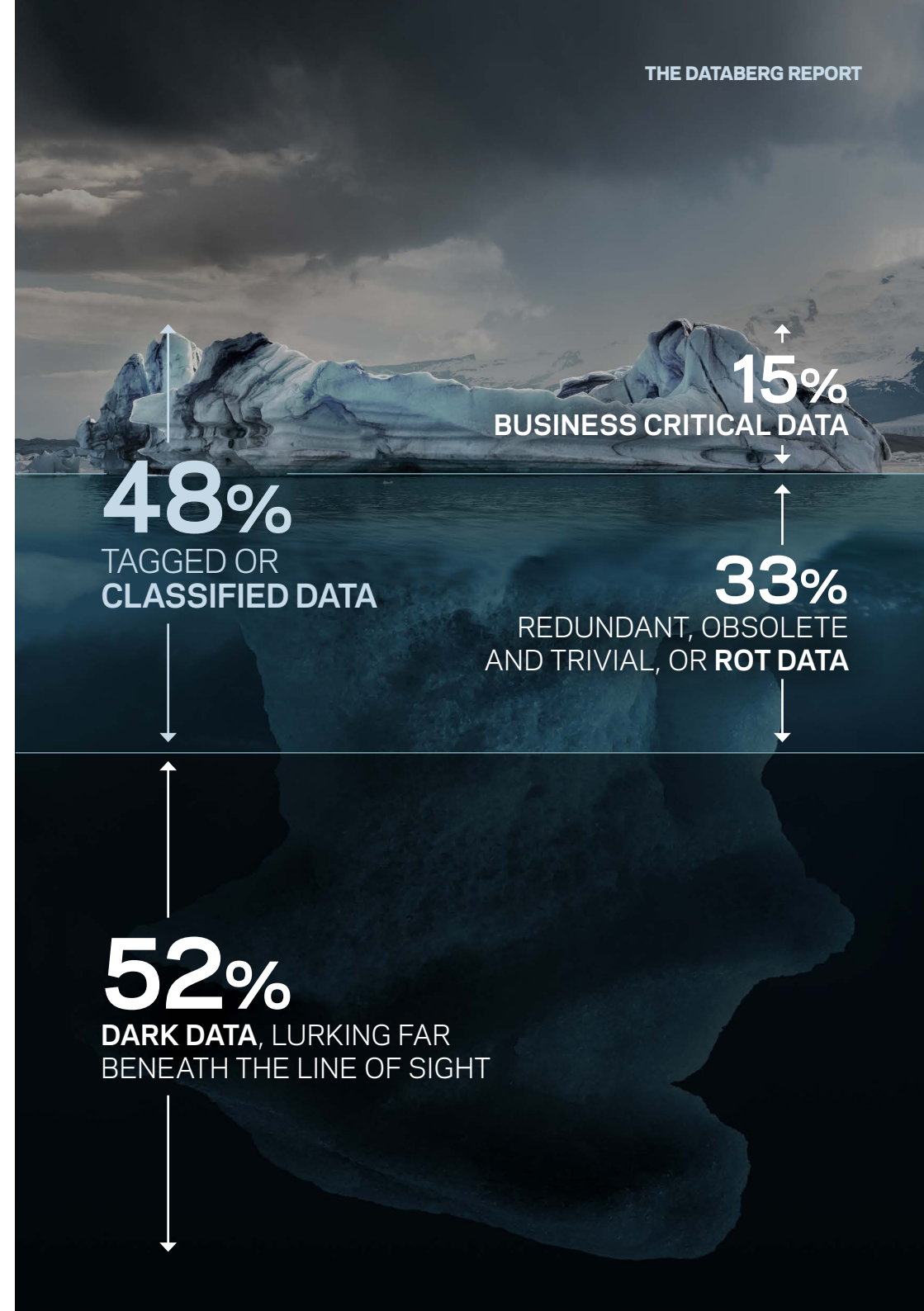
This is data identified as vital to the on-going operational success of our organization. We need to protect and proactively manage business critical data.

## 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. Most importantly, Dark Data may contain high risk non-compliant data, leading to a critical and unseen business risk at the heart of corporate IT systems.



# ROT DATA ALONE COULD COST GLOBAL ORGANIZATIONS \$3.3 TRILLION BY 2020\*

In the most comprehensive study of its type, we have uncovered global organizations hold on average 52% Dark Data, 33% ROT and 15% of identifiable business critical data. If left unchecked, this could equate to \$3.3 trillion\* of avoidable storage and management costs by 2020.

Even the \$3.3 trillion 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.

In order to avoid spiralling future data management costs and the risk of sweeping sanctions, we need to take action. This means illuminating Dark Data, losing the ROT which clogs our organizations and encouraging our employees to proactively maintain and manage the data which is vital to our modern organizations.

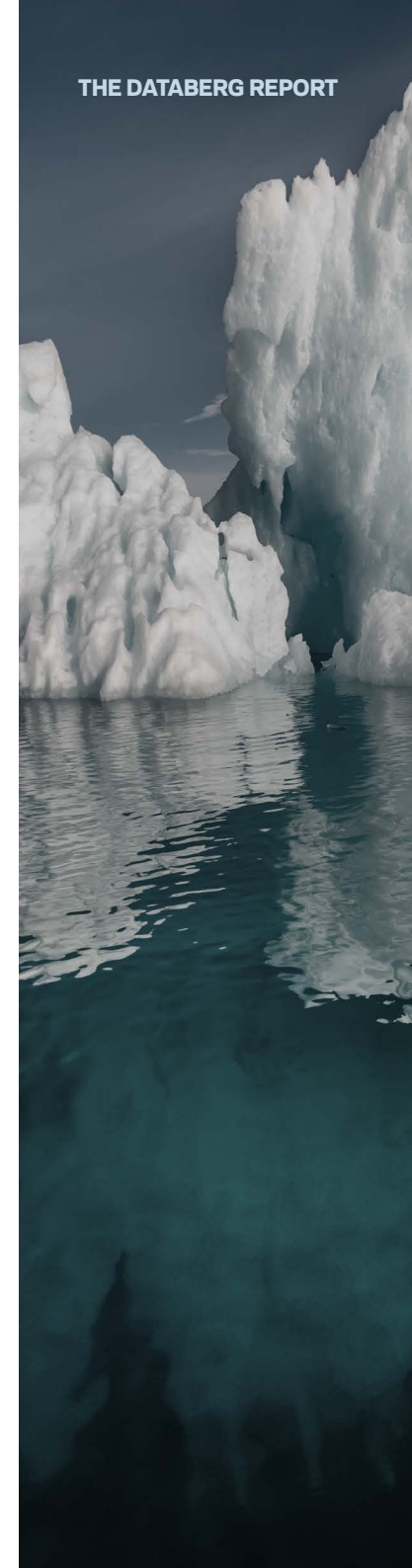
Few predicted growth in data volumes would one day outstrip our ability to control it. Now, at last, it has.

**It's time for us to gain visibility, take action and once again assume control.**

**OUR EVERYDAY ATTITUDES TO DATA AND OUR BEHAVIOR AT THE STRATEGIC, ORGANIZATIONAL AND EMPLOYEE LEVELS CAUSE THE DARK DATA AND ROT LEVELS TO GROW.**

**These behaviors include:**

- 1** Strategy and budgets based solely on data volumes, not business value
- 2** Rapid adoption of cloud applications and storage solutions under the false premise that 'storage is free'
- 3** Employees' belief that corporate IT resources are free to use, both for corporate and personal use





# HOW DARK IS GLOBAL DATA?

## GLOBAL DATA STATISTICS



The worst **Dark Data** offenders are Germany, Canada and Australia with respectively 66%, 64% and 62% of their stored data defined as dark



USA has lower than average ROT data (30%), but slightly higher global average of Dark data (54%)

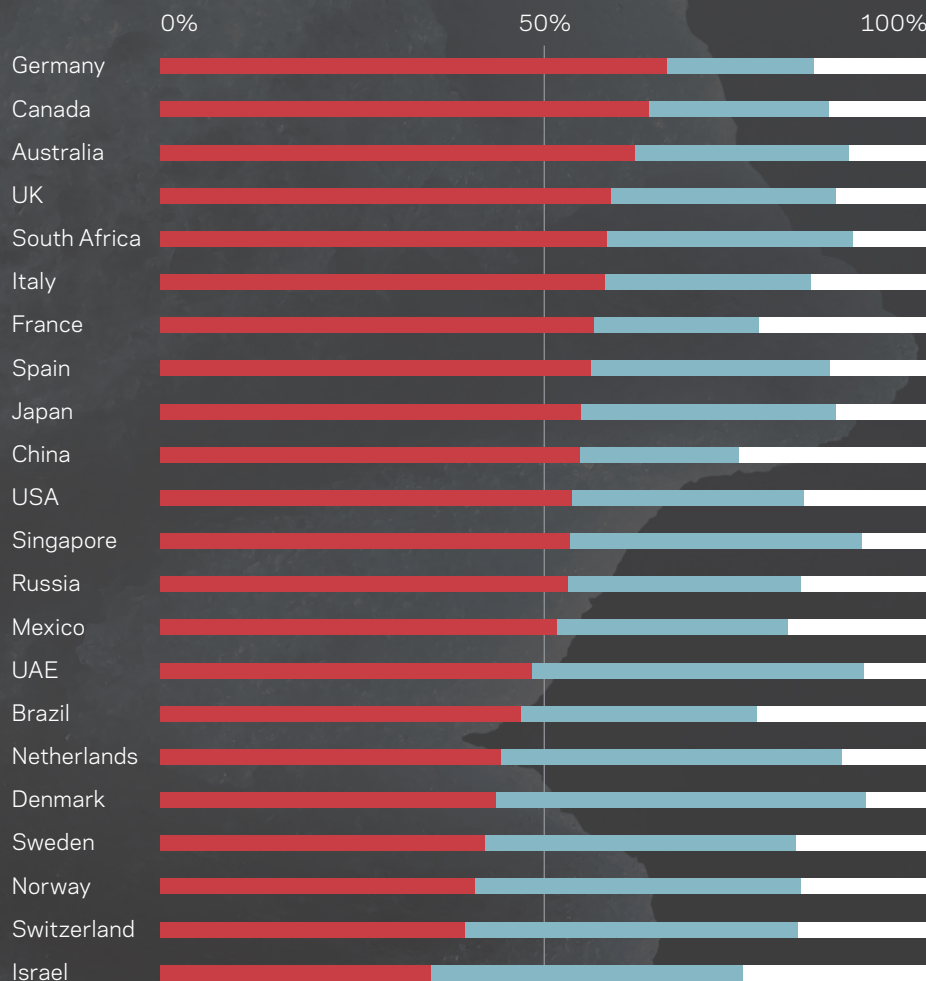


Redundant, Obsolete and Trivial **ROT data**, was highest in Denmark (48%)



The highest proportion of clean and identified **business critical data** was found in China (25% clean), Israel (24% clean) and Brazil (22% clean)

## Global data types



**Key:** Dark Data ■ ROT data ■ Clean data ■

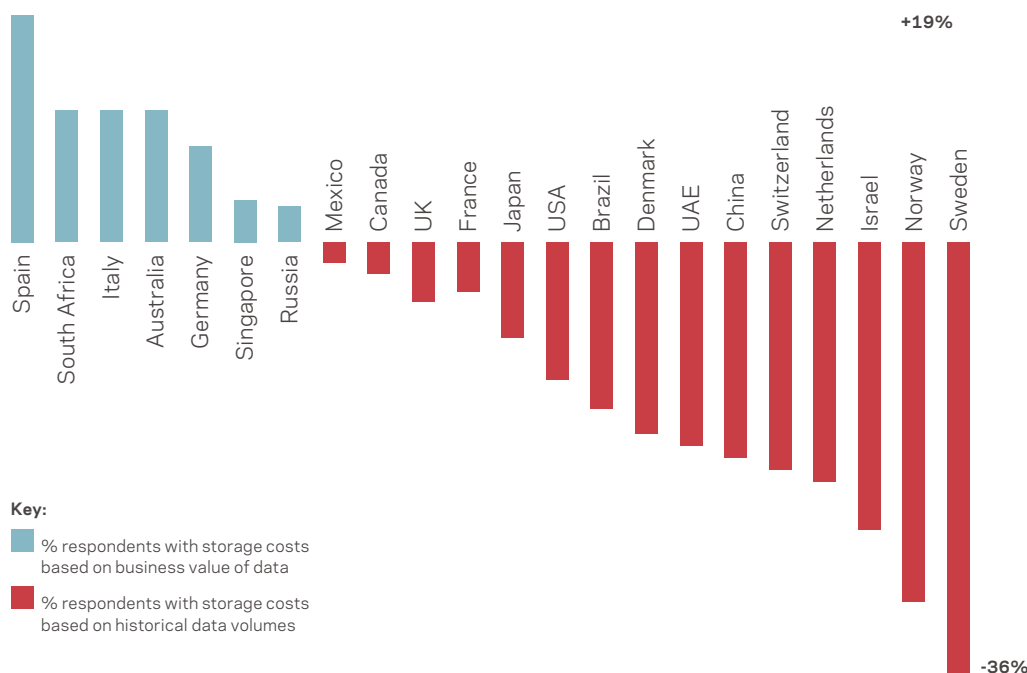
# WHAT CAUSES DATABERGS?

So what causes the ROT and the Dark Data in our Databergs? In two words, **Data Hoarding**. To understand the reasons for Data Hoarding, we need to understand the three underlying attitudes which allow Databergs to grow daily as identified in the research.

## 1 STRATEGIES BASED ON DATA VOLUMES NOT BUSINESS VALUE

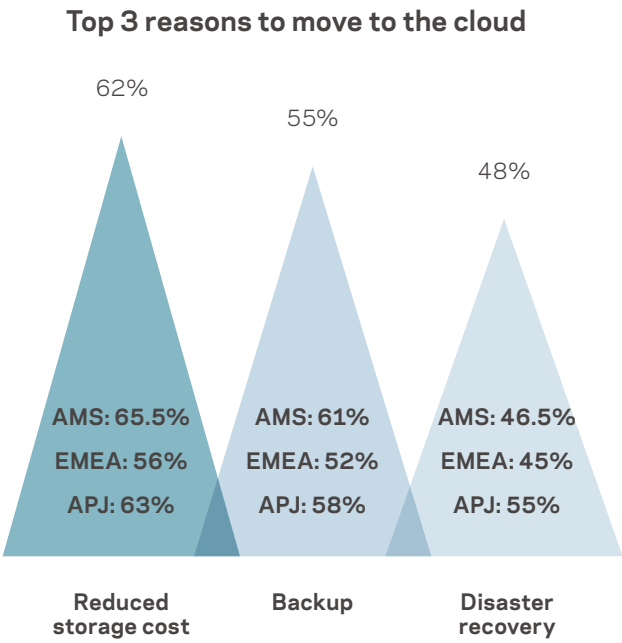
- Basing our budgets and IT strategies **on the volume of data stored and processed, rather than the data's value**, encourages a store-all mentality.
- Most organizations operate like this today, even when we know it makes no sense. They are adding more storage to solve the problem.
- Globally, 13% of respondents said they currently do not or have no plans to calculate the business value of their data.
- This means they will spend more and more on managing data which may have little or no value to the business.
- In the worst case, it exposes risk of unknowingly storing non-compliant information.

Likely data storage / processing IT budget drivers

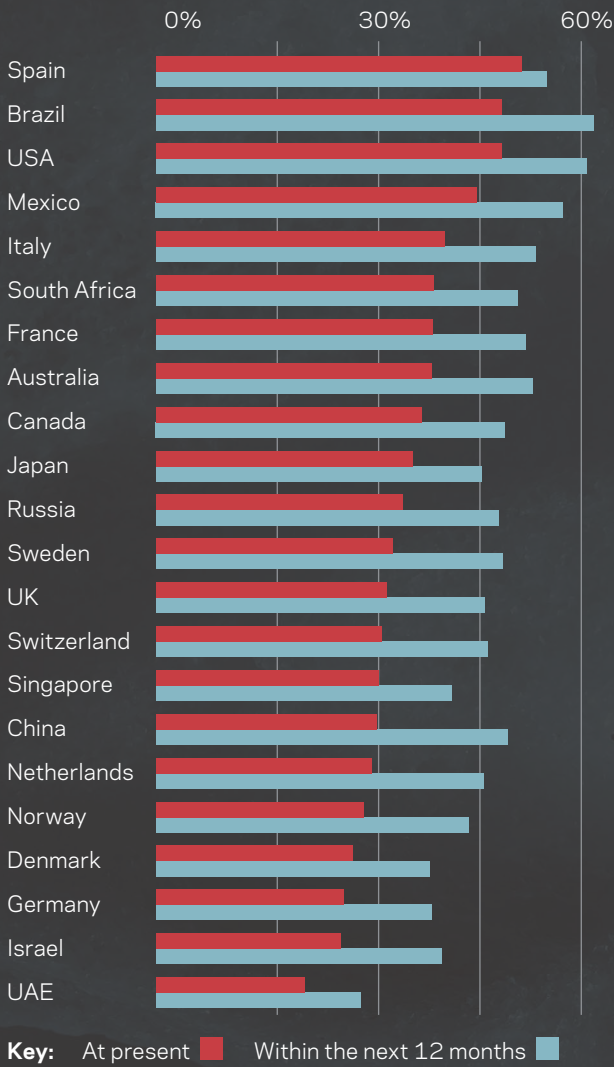


## 2 INCREASED RELIANCE ON 'FREE' STORAGE AND THE ACCELERATION TO CLOUD

- The **'free storage' myth** is seductive. It makes us believe we have no need to worry where our data resides while we freely adopt cloud applications and storage.
- A third more of our data will move to the cloud in the next year. Brazilian and US organizations are leading the way with 61% of their data estimated to be in the cloud within the next 12 months.
- This move is about cost. The top three reasons for moving to the cloud are reducing costs on storage (62%), on backup (55%) and on disaster recovery (48%).
- But vendor lock-in is a real concern, with more than 50% having no ability to change cloud providers in under twelve months should any issues, including rising costs, occur.



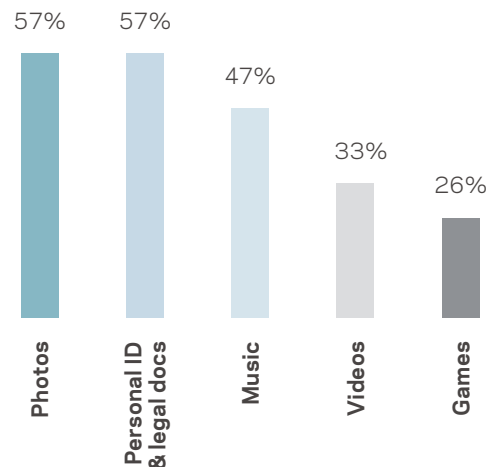
## Global data in the cloud



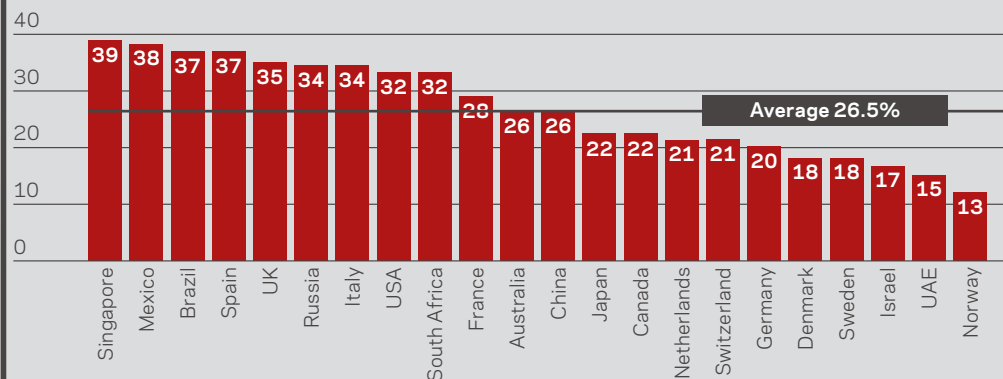


### 3 GROWING DISREGARD FOR CORPORATE DATA POLICIES BY EMPLOYEES

- Our colleagues are treating corporate systems as dumping grounds. They store unstructured data from personal photos, stored by 57% of employees, to personal ID and legal documents by 57%, as well as music, videos and games, stored by 47%, 33% and 26% respectively.
- Employee discipline in Singapore and Mexico is much worse than in most of the other countries.
- This Dark Data is worrying especially when, in addition to the 92% of respondents using Sync & Share according to organizational policy, a majority, 65%, also used non-sanctioned versions of these services.



Average % of employees storing data on work devices



The 3 myths driving data hoarding



**MORE DATA =  
MORE VALUE**



**STORAGE  
IS FREE**



**ALL DATA  
IS EQUAL**

# TAKE CONTROL OF THE DATABERG

Dealing with Data Hoarding means addressing the issues the research uncovered:

- **Firstly**, allocating IT budgets and building strategies based on a belief data can be allowed to grow uncontrollably is a strategic error.

If we let this happen, our IT investments will be used merely to 'Keep The Lights On', storing and processing ROT data and increasingly starving our organizations of strategic resources.

- **Secondly**, the notion of 'free storage', both from Sync & Share services and the storage bundled with cloud applications is false. It is neither truly free of cost nor limitless.

In fact the 'free storage' myth means Dark Data is still growing but is just further away from the line of sight of management teams adding significant compliance risks.

- **Lastly**, the research shows how co-mingling of corporate and personal data across the surveyed organizations' networks and systems grows Databergs dangerously.

At the time global regulations are increasingly setting more control over data privacy.

## HOW DO WE MANAGE THE DATABERG?

- 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

# 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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