

THE DATABERG: SEE WHAT OTHERS DON'T

Every company has a Databerg. Our global report covering 22 countries and 2,550 IT decision makers highlights the causes, risks and solutions to this looming data crisis.

15%^{JUST}

OF CORPORATE DATA
IS **BUSINESS CRITICAL**

WHO HAS THE MOST ROT DATA?

29% Americas
30% Asia Pacific
32% EMEA

33%

IS REDUNDANT, OBSOLETE
OR TRIVIAL DATA (**ROT**)

WHO HAS THE MOST DARK DATA?

54% Americas
56% Asia Pacific
54% EMEA

52%

IS **DARK DATA**: UNCLASSIFIED,
BENEATH THE LINE OF SIGHT
OF SENIOR MANAGEMENT

BY 2020, **ROT DATA** COULD COST **\$3.3 TRILLION***

*Conservative estimate calculated from future predicted global data volumes, internal and analyst predictions and peer to peer review of costs

WHAT CAUSES DATABERGS? DATA HOARDING

It is our everyday attitudes to data and our behavior at the strategic, organizational and employee levels which cause the Dark Data and ROT levels to grow.



IT strategies based on
data volume, not value



Increased reliance on 'free'
storage across multiple
cloud providers and apps



Employees ignoring
corporate data policies

13%

OF BUSINESSES
DON'T ANALYSE THE
VALUE OF THEIR DATA

46%

OF ALL DATA WILL
BE STORED IN THE
CLOUD BY 2016

65%

OF EMPLOYEES USE
UNSANCTIONED SYNC
& SHARE SERVICES

PERSONAL FILES ADD TO DARK DATA

Our colleagues are treating corporate systems as dumping grounds



57%
store
photos



57%
store personal
ID and legal
documents



47%
store
music



43%
store
social media
content



33%
store
videos



26%
store
games

DATA MYTHS

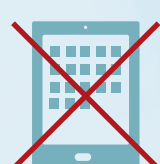
There are three common misconceptions driving data hoarding



More data **does not**
deliver more value



There's **no such thing**
as free storage



Not all data
is **equal**

MANAGE YOUR DATABERG

Veritas can help you harness the power of your information

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

IT'S TIME TO LEARN HOW

Visit <https://www.veritas.com/> for more information ➔