

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

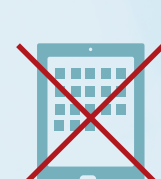
There are three common misconceptions driving data hoarding



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 sponsored user behavior and reduce risk

IT'S TIME TO LEARN HOW

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