VERITAS

THE DATABERG:
SEE WHAT OTHERS DON'T

Every company has a Databerg. Our report highlights the causes, risks and solutions to this looming data crisis.

14% JUST
OF CORPORATE DATA IS **BUSINESS CRITICAL**

WHO HAS THE MOST ROT DATA?
- **48%** Denmark
- **44%** Netherlands
- **43%** United Arab Emirates

32%
IS REDUNDANT, OBSOLETE OR TRIVIAL DATA **(ROT)**

WHO HAS THE MOST DARK DATA?
- **66%** Germany
- **59%** UK
- **58%** South Africa

54%
IS **DARK DATA**: UNCLASSIFIED, BENEATH THE LINE OF SIGHT OF SENIOR MANAGEMENT

BY 2020, **ROT DATA** COULD COST **$891BN***
*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 behaviour at the strategic, organisational 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

12%
OF BUSINESSES DON'T ANALYSE THE **VALUE** OF THEIR DATA

45%
OF ALL DATA WILL BE STORED IN THE **CLOUD** BY 2016

62%
OF EMPLOYEES USE **UNSANCTIONED** SYNC & SHARE SERVICES

PERSONAL FILES CREATE DARK DATA

Our colleagues are treating corporate systems as dumping grounds

- **57%** store photos
- **53%** store personal ID and legal documents
- **45%** store music
- **43%** store social media content
- **29%** store games
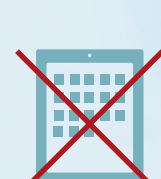- **29%** store videos

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**

TAKE CONTROL

Veritas can help you harness the power of your information

1
GAIN VISIBILITY
Illuminate dark data to extract the value

2
TAKE ACTION
Delete your ROT data regularly and securely

3
ASSUME CONTROL
Define an information governance strategy

IT'S TIME TO
LEARN HOW

Download the Databerg Report now ›

www.veritas.com

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