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# On the Radar: Datadobi's StorageMAP platform offers out-of-band comprehensive unstructured data management

## Summary

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### Catalyst

Data management solutions abound. However, when 80–90% of data is unstructured, many traditional data management solutions struggle or require scripting and complexity management from their customers. In the Omdia report, “Data-driven? Not unless you include unstructured data,” we observe that “data-fueled technologies, largely focused on AI and advanced analytics, will usher in the data-driven enterprise.” But we go further by saying, “Analytics should be able to consider all the data in whatever format it happens to be.” And that includes unstructured data. We draw an analogy with driving a car and paying attention to the gauges but ignoring the outside. All data management solutions must include unstructured data. Datadobi does just that.

### Omdia view

Many data management solutions have grown organically in response to customer demands. Some of these solutions have a “bolt-on” feel with functionality added to the primary focus of the original product. Though the company started by providing a data migration solution, in 2022 it launched StorageMAP, a purpose-

built unstructured data management solution. Omdia has often discussed legacy systems in enterprises, but we have missed a significant exception, legacy solutions.

The cost of reengineering a legacy solution is enormous, and it is probably easier and cheaper to build from scratch. Datadobi has done just that to accommodate a critical need to manage and analyze unstructured data but also to democratize data analytics.

## Why put Datadobi on your radar?

Datadobi's StorageMAP is a resource-efficient, standalone data management solution designed with a singular focus on providing actionable insights, data organization, and implementing enterprise-scale data management plans. Its ability to handle unstructured data (documents, emails, social media posts, images, videos, audio files, sensor data, etc.) puts it above most other solutions. The ability to analyze unstructured data is essential to preparing AI learning models, understanding customer behavior, and defining strategic direction. Importantly, Datadobi plans to implement built-in workflows and actions for technical and nontechnical users, removing the reliance on data scientists for access to data analytics.

## Market context

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The market is sizable and is expected to continue growing. Reports estimate the global enterprise data management market to be worth over \$89bn in 2022 with a CAGR of around 12%, reaching \$122.9bn by 2025.

## Factors driving growth

- **Data explosion:** The amount of data businesses generate continues to explode thanks to social media, Internet of Things devices, and digital transactions.
- **Need for data-driven decisions:** Businesses increasingly rely on data insights to make informed decisions. Effective data management ensures the data is accurate, reliable, and readily available.
- **Cloud adoption:** The shift toward cloud storage and analytics solutions drives demand for cloud-based data management tools.
- **Regulations and compliance:** Data privacy regulations such as GDPR and CCPA are prompting organizations to invest in data governance solutions.

## Market segmentation

- **By component:** Software solutions dominate the market, and services such as implementation and consulting also play a significant role.
- **By deployment model:** On-premises solutions are still prevalent, but cloud-based and hybrid models are gaining traction because of their scalability and cost-effectiveness.
- **By organization size:** Both large enterprises and small and medium-sized enterprises (SMEs) invest in data management solutions, and tailored options are available for each segment.

## Trends and innovations

- **AI and machine learning (ML):** These technologies are being integrated into data management solutions for tasks including data quality improvement, automated data classification, and anomaly detection.
- **Data lakes and warehouses:** Organizations increasingly use data lakes to store vast amounts of raw data and data warehouses for structured data analysis.
- **Focus on self-service analytics:** Data management solutions are evolving to empower business users to access and analyze data independently.

## Challenges

- **Data security and privacy:** Ensuring data security and complying with data privacy regulations is a significant challenge for organizations.
- **Data integration:** The integration of data from various sources and formats remains complex.
- **Finding skilled professionals:** The growing demand for data management expertise necessitates training and development initiatives.

Overall, the data management solutions market is a dynamic and evolving space focusing on innovation and addressing the challenges of managing ever-growing volumes of complex data.

## Product/service overview

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Datadobi's StorageMAP was designed from the ground up with a singular focus on providing actionable insights, data organization, and implementing enterprise-scale data management plans. StorageMAP's unstructured data mobility engine benefits from years of development and millions of hours of real-life runtime in the most demanding complex enterprise and government environments.

StorageMAP has been engineered specifically to handle large-scale and throughput-intensive tasks. It verifies data integrity for all operations, addressing scalability and performance issues that competitors might encounter. One such competitor, though it offers a scripting engine for data management, requires customers to handle the complexity of writing and managing these scripts, including error handling and reporting. By contrast, StorageMAP comes with core functionalities prebuilt, relieving customers from additional work.

StorageMAP operates entirely out of band, meaning it does not interfere with active data paths, reducing the risk of an impact on production systems during its operations. This contrasts with competitors, which because of a focus on tiering or storage virtualization can become in-band solutions, potentially disrupting data access performance or security and effectively owning their customers' data.

In terms of data relocation or tiering, StorageMAP avoids using proprietary naming conventions that can obfuscate the original data location, a complication noted with one competitor's approach. This makes it easier for customers to remove or modify the StorageMAP solution without encountering data retrieval or recognition issues.

StorageMAP offers advanced integrity protection (AIP), ensuring the safety and accuracy of data during and after migration, a feature not as developed in competitors' solutions.

Key features of the StorageMAP solution include

- **Data insights at scale:** the ability to mine, process, and understand data at a large scale, offering insights within hours or days rather than weeks or months
- **Data mobility at scale:** A robust system for moving data, built to handle large volumes, focusing on maintaining data integrity
- **Performance at scale:** effective operation at large scales, leveraging aggressive parallelization techniques to optimize the throughput of data analysis and data lifecycle actions
- **Resource efficiency:** effective operation without demand for excessive computing power, memory, or storage space, using a highly optimized internal database format named "Flat Files" to store the metadata about every scanned file or object
- **Tailor-made storage clients:** custom-made storage clients to maximize performance and compatibility with all unstructured data systems
- **Environment compatibility:** running in a customer's environment, whether on-premises or in the cloud, to provide flexibility in deployment
- **Agentless operation:** agentless nature, simplifying deployment and minimizing the impact on the customer's existing infrastructure
- **Vendor agnostic:** capable of being used with various storage systems and cloud storage providers, avoiding vendor lock-in
- **Metadata management:** includes capabilities for metadata augmentation (tagging) and a metadata query language, enabling advanced data management strategies
- **Advanced integrity protection:** AIP to ensure the security and integrity of the data during various operations

## Company information

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### Background

Datadobi traces its origins back to 2010, when it was founded by four former EMC Centera engineers. The company swiftly ventured into addressing the pressing needs of data migration, starting with Centera Migration Software in 2011. Recognizing the evolving landscape, Datadobi expanded its offerings in 2015 to include network-attached storage (NAS) and object migration software, engaging with prominent global customers across the Global 5,000. In 2022, with the launch of StorageMAP, Datadobi transitioned from solely migration services to a comprehensive unstructured data management solution. Operating without external funding, the company has seen its aggregate revenue surge past \$100m with a substantial portion derived from recurring business, indicating high customer satisfaction.

Datadobi's target market includes the world's largest companies, spanning various sectors such as finance, healthcare and biotech, energy, automotive and aerospace, government entities, media and IT, and telecommunications. The ideal customers are large organizations, often in highly regulated industries, that

are dealing with unstructured data management pain and need to leverage data to fully achieve a competitive advantage and ready themselves for AI, ML, and other advanced application endeavors while at the same time reducing inefficiency, lowering costs, cultivating sustainability, and minimizing risk.

Globally, Datadobi has more than 1,300 customers.

## Future plans

Datadobi is planning an extensible platform and marketplace. The platform is designed to be part of the woodwork, integrating seamlessly into a customer's environment, and can be extended through plug-ins, with a marketplace akin to an app store for unstructured data management (UDM).

Datadobi also plans built-in workflows and actions for technical and nontechnical users, featuring conversational APIs for ease of use.

## Key facts

**Table 1: Datasheet: Datadobi**

<b>Product name</b>	StorageMAP	<b>Product classification</b>	Unstructured data management
<b>Version number</b>	v6.7	<b>Release date</b>	March 2024
<b>Industries covered</b>	All (finance, healthcare and biotech, energy, automotive and aerospace, government, media and IT, and telecoms)	<b>Geographies covered</b>	Global (North America; South America; Europe, Middle East & Africa; Asia & Oceania)
<b>Relevant company sizes</b>	Enterprise	<b>Licensing options</b>	Annual subscription
<b>URL</b>	<a href="https://datadobi.com/">https://datadobi.com/</a>	<b>Routes to market</b>	Channel
<b>Company headquarters</b>	Leuven, Belgium	<b>Number of employees</b>	Not disclosed

Source: Omdia

## Appendix

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### On the Radar

On the Radar is a series of research notes about vendors bringing innovative ideas, products, or business models to their markets. On the Radar vendors bear watching for their potential impact on markets as their approach, recent developments, or strategy could prove disruptive and of interest to tech buyers and users.

## Further reading

[“Data-driven? Not unless you include unstructured data”](#) (October 2018)

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