

# BUSINESSES LOVE DATA

EVERY PERSON IN EVERY DEPARTMENT EVERY DAY IS DOWNLOADING AND SAVING EVERYTHING: EMAILS, VIDEO, GRAPHICS, AUDIO FILES AND MORE... AND NEVER, EVER, EVER DELETING IT. ALL THAT DATA PILES UP FAST.

A RECENT  
GARTNER REPORT  
STATED

UNSTRUCTURED DATA REPRESENTED | **80-90%** | OF ALL NEW ENTERPRISE DATA

ACCORDING  
TO ZDNET

OVERALL DATA GROWTH WAS ON TRACK TO INCREASE | **MORE THAN 40% ANNUALLY.**

TODAY DATA  
IS STORED  
EVERYWHERE

NO  
VISIBILITY 

NO  
CONTROL 

HIGH  
COST 

HIGH  
RISK 

## DATA STORED IS NOT DATA MANAGED



Who owns it?



Is the data  
stored in the  
right location?



How does  
the data age?



How do I  
manage the data's  
lifecycle?



How do I  
manage the costs  
of this data?



Is it protected?



How risky  
is this data?

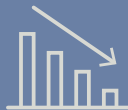


How do I manage  
the CO2 impact of  
storing data?

## IT'S TIME TO TURN THE TIDE AND MAKE DATA AN ASSET

In a 2021 report on IT Infrastructure for Storage and Data Management, IDC found that 72% of respondents said their organizations are eager to deploy a unified multicloud management system in order to:

1 Reduce inefficiency  
and lower costs



3 Minimize regulatory  
and security risks



2 Cultivate sustainability  
in the data center



4 Use data for  
competitive advantage



CONTROL UNSTRUCTURED DATA GROWTH THROUGH  
VISUALIZATION, ORGANIZATION, AND ACTION.

See how Datadobi can help at: [storagemap.com](https://storagemap.com)