UNLOCK UNSTRUCTURED DATA'S VALUE WITH INNOVATION AND EXPERTISE

Datadobi

The growth in data, especially unstructured data, is making headlines in the technology media and fueling discussions from departmental levels to the C-suite, in businesses of all shapes and sizes. The issues around the data deluge are getting attention well outside of the data center.

There are many reasons why business units, application owners, and others are anxious to know what is happening with the company's data, including:

- Data growth represents cost containment challenges.
- Aging data can represent risk and poses disposition challenges.
- While data is growing, IT budgets and staff are not growing commensurately.
- Datasets are being split between multi-vendor storage systems, stored on-premises and in the cloud, introducing additional visibility and control challenges.

With all that at stake, the pressure will only get greater. No wonder then, that in its 2021 report on IT Infrastructure for Storage and Data Management, research firm IDC found that 72% of respondents said their organizations are eager to deploy a unified, multicloud management system, primarily to mitigate business resiliency risks due to increased operational complexity and runaway infrastructure costs.

While moving to a strategic model for data management that aligns with business objectives sounds great, it's easier said than done. The scope and complexity of the data management dilemma requires both innovative technology and expertise that cuts through the noise and helps businesses design and implement a strategic approach to data management.

IN THIS E-BOOK, WE LOOK AT:

1.0 The drivers behind today's unstructured data management challenges

2.0 The pillars and benefits of a dynamic unstructured data management strategy

3.0 How the combination of technology innovation and expertise can unlock the potential of enterprise data

1.0

HOW DID WE GET HERE?

It's not possible to pinpoint the exact moment when enterprise data exploded. However, it is easy to find lots of information about the trajectory of unstructured data, estimated by analyst firm Gartner, to be 80-90% of all data today. In its 2021 Worldwide Global DataSphere and Global StorageSphere Market Forecast, research firm IDC projected that the CAGR of unstructured data between 2020-2025 would be close to 20%.

Data must live somewhere. Initially, setting up on-premises environments made sense: it was generally cost-effective and the data lived close to where it needed to be. As more and more data is generated every hour of every day, the exclusive use of the local model becomes unsustainable. So, companies turned to cloud solutions. Today, many businesses rely on a hybrid model that mixes on-premises solutions with public and private cloud environments. The challenge with this approach is that data is now all over the place. The distributed model means the loss of visibility and control over the data and even more data silos.

In large part, this model and the accompanying proliferation of vendors who provide a piece of the data management puzzle are the reason it's so difficult to design and execute a strategic approach to data management. With so many players on the stage, orchestration of data through a single storage, cloud, or backup solution is impossible. Or is it?

A RECENT GARTNER REPORT STATED

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

THE CAGR OF UNSTRUCTURED DATA BETWEEN 2020 - 2025 WOULD BE CLOSE TO 20%

ACCORDING TO IDC

BEST PRACTICES IN CREATING A DYNAMIC DATA MANAGEMENT STRATEGY

If data is to become an asset, it can no longer languish on a virtual shelf. It needs to be managed on both the value it provides and its lifecycle. Creating a strategic data management approach includes four steps:

1

ASSESS THE DATA

What kind of data is there? What is its role? Who owns it? How old is it? Where does it live today and where should it live?

2

RANK THE PRIORITIES FROM A BUSINESS PERSPECTIVE

Is it cost savings? Reducing CO2 emissions? Ensuring compliance? Is lowering risk the most urgent priority? Where do user expectations for access fit in the mix?

3

ORGANIZE THE DATA SO THAT IT MAKES SENSE TO SUPPORT THE PRIORITY

Tag the data with different attributes that enable total control of the data: ownership of the data, the role of the data, where the data belongs, the risk level of the data, and the type of action to take on the data.

4

ACT SO THAT THE DATA STRATEGY ALIGNS WITH THE BUSINESS OBJECTIVE

Should the data be relocated? Should the data be protected? Is the data so old or obsolete that it should be deleted?

THERE IS A FIFTH STEP: RINSE AND REPEAT.

Dynamic data movement means the process never ends, ensuring once data reaches the stage of ROT (redundant, obsolete, and trivial) is dealt with accordingly and no longer contributes to cost, large carbon footprint, and risk.

With strategic data management, all stakeholders get the information they need for analysis and insight creation. Some of the ways that smart data management delivers business value include ways to:

- Make better decisions – new markets, new products, etc..
- Solve problems – like underperforming marketing campaigns or product quality issues.
- Understand performance – individual, departmental, regional.
- Improve processes.
- Better serve customers – internal and external.

2.0

TECHNOLOGY AND EXPERTISE: A ONE-TWO PUNCH TO MAKE DATA THE ENGINE OF TRANSFORMATION

Innovative technology is essential to creating the strategic unstructured data management model necessary to maintain control and visibility over all the data in the enterprise regardless of where it resides and on which storage or cloud. With the right technology, data can quickly be identified, organized, and made accessible for critical purposes.

The right vendor-neutral solution provides:

- Fast metadata scanning, aggregation, and reporting for all levels of the enterprise.
- Sophisticated tools to organize the data according to business priorities.
- Dynamic and fast data movement capabilities to achieve the business benefits (i.e., migrate, copy, replicate, sync, delete).
- Connectivity with external solutions executing specialized data management tasks such as governance, risk management, e-discovery, PII and privacy, machine learning/AI, and rights management.

Most importantly, the solution needs to be able to execute at the scale required by the customer. Success only happens when it is possible to manage the entire universe of data centrally, regardless of where it resides, and seamlessly move data between environments.

Expertise is the secret sauce. Competing priorities require the outside perspective that can bring experience and best practices into the equation.

A valuable partner will, for example, understand:

- How to align data management with cost constraints and priorities.
- Investor, regulatory, and social drivers impacting data.
- How to identify high-value data and ensure its availability and protection.
- The risks associated with retaining data too long, storing data in inappropriate locations, and retaining data with no owner or clear value to the organization.

3.0

SUCCESS, ACCELERATED

When innovation and expertise combine, the path to strategic unstructured data management is made smooth and expectations for results are met with:

- Smarter design built on stakeholder engagement from the outset and tailored to suit the unique needs of the organization.
- Faster implementation.
- Innovative ways to get more value from data with the ability to tap best practices gained from other projects.
- No vendor lock-in.

The challenges of unstructured data management are not going away. The issues surrounding how data is managed are only likely to become more urgent. With the right mix of technology and expertise, companies can finally gain the visibility and control of data needed to turn it into an asset.

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

See how Datadobi can help at: storagemap.com

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