



Realizing the Power of Enterprise Data

1,500 IT decision makers reveal
their challenges and successes
in unlocking the value of data.

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INTRODUCTION

Enterprise data contains amazing opportunities – and massive challenges. Data has the potential to transform businesses by creating new markets, growing revenue, and driving fresh opportunities. It can also produce enormous challenges, such as data breaches that can cost a company its reputation, or loss of service issues that frustrate customers who can no longer access their accounts. By contrast, when enterprise data is properly managed, it has nearly limitless potential.

To that end, IT organizations have been embracing multiple initiatives in recent years to better align with their company's broader business objectives, such as simplifying the IT environment, reducing costs, and embracing the cloud in order to better realize the value of their data. Savvy enterprises soon realized, however, these approaches often have unintended, negative consequences including:

- **Rigid complexity** is often a byproduct of infrastructure simplification within an IT environment. A key contributing factor to this issue is implementing specialized point solutions that won't allow an infrastructure to scale or react nimbly.
- **Inefficient spend** can result when organizations continually buy additional storage to address escalating data growth. However, this is often the wrong solution to the problem since the actual issue is poor data management – not a need for more data storage. The end result is that money is unnecessarily spent on storage hardware that isn't truly needed.
- **Potential data loss** can occur when organizations move data to the cloud without a clear understanding of their cloud provider's data protection responsibilities. Likewise, moving to the cloud without a well-thought migration strategy can result in unprotected data that is vulnerable to breaches.

The real issue here, however, is ineffective data management – and the realization that this is no longer merely a technology issue that only impacts IT. More organizations are recognizing that poor data management affects the entire enterprise, and they're searching for ways to transform existing processes in order to realize their data's value.

A recent survey by Vanson Bourne of 1,500 IT decision makers and data managers across 15 countries confirms that ineffective day-to-day data management costs their enterprises dearly by severely impacting efficiency, productivity, and profitability. This report examines that research and shares IT leaders' candid thoughts about their data management challenges and outlines how organizations can successfully implement integrated data management.

THE REAL COSTS OF MANAGING DATA INEFFECTIVELY

The consequences of ineffective data management can be crippling. Organizations estimate that they lose over \$2 million per year as they struggle with data management challenges. 36% of IT leaders say employees are less efficient due to siloed data management processes, while 38% say their organization's strategic decision-making is slowed because of ineffective data management processes.

IT DECISION MAKERS WASTE
2 HOURS DAILY
LOOKING FOR RELEVANT DATA

where non-integrated data management can turn that request into a time-consuming nightmare and open the company to lawsuits or expensive fines if all the customer's personal data can't be located and permanently removed.

WHAT IS DATA MANAGEMENT?

In the context of this survey, **data management** is an umbrella term that encompasses a number of key capabilities including data protection, data resiliency, and data compliance.

This report often refers to **integrated data management**, which means each of the processes listed above talks to the other, data can be easily shared between them, and employees can effortlessly collaborate.

By contrast, ineffective data management is built upon technology silos that aren't integrated. The negative consequences of a non-integrated data management approach are enormous, as the IT decision makers who participated in this research study can attest.

ORGANIZATIONS LOSE OVER
\$2 MILLION
US DOLLARS
PER YEAR AS THEY STRUGGLE WITH
DATA MANAGEMENT CHALLENGES

The impact on productivity is especially relevant to IT professionals who often service requests to locate and manage sensitive data. Recent data protection laws, such as the European Union's General Data Protection Regulation (GDPR), have created situations where it's paramount that companies locate specific information in order to remove it. For example, it's not unusual for an IT manager to receive a subject access request from a customer to locate all instances of their personal data and delete it. This is an example

Impact of Day-to-Day Data Management Challenges

97% of the IT leaders surveyed say day-to-day data management challenges have had a major impact on their organization including: (see Figure 1)

- Slowing strategic decision-making
- Missing revenue opportunities
- Restricting cost savings
- Slowing the speed of new product and service development

Long-Term Damage Due to Ineffective Data Management

Companies also risk significant long-term damage. 95% say their organization has suffered wider impacts due to data management challenges including (see Figure 2):

- Increased operating costs
- Negatively impacted employee productivity and efficiency
- Lack of agility
- Inability to compete
- Increased vulnerability to data security threats
- Rising customer dissatisfaction



Figure 1

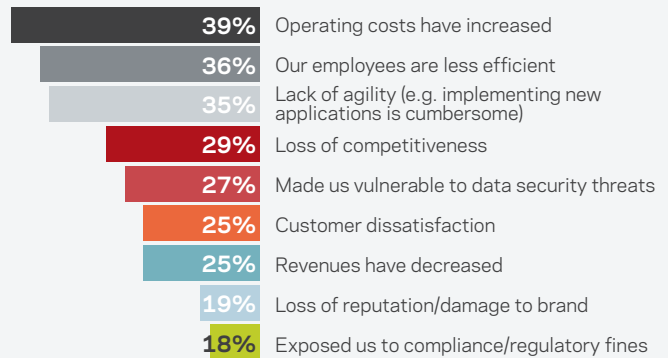


Figure 2

WHERE DO ORGANIZATIONS STAND IN INTEGRATING DATA MANAGEMENT CAPABILITIES?

Only 29% of respondents say their organization has adopted a strategic, fully integrated approach to data management deployment. This implies the vast majority are taking a siloed approach and struggle to integrate disparate data management solutions. Often this siloed infrastructure results from continuing to add specialized, non-integrated point solutions and/or data storage repositories over a period of years.

Integrating Each Stage in the Data Lifecycle

It's also important to take a long-range view of data as it moves from "cradle to grave" and understand how each stage in its lifecycle can result in siloed, non-integrated processes. For example, data is first stored in a particular location for applications to access it. Then it's copied to a secondary location in case the need for backup and recovery arises. It may be provisioned for development and testing purposes, analyzed for decision making, tiered to lower-cost storage for cost optimization, then finally retired or deleted. Without integrating each of the functions that service the data throughout its lifecycle, managing data holistically is virtually impossible. Lack of integration results in redundancies, inefficiencies, and inflexibility, and regulations, like GDPR, will expose those issues with fines.

One of the major implications of non-integrated data management is that all of an enterprise's data is treated roughly the same, which leads to the troublesome issues IT decision-makers describe in this research. In order to manage data effectively, enterprises need to have a deep understanding of their data. In many cases, it is a requirement to know which files are the latest versions of financial statements or contain a specific customer's data. This necessitates understanding important aspects about the data such as when it was last accessed, its relative importance to the company, who can access it, and more (see "9 Key Questions to Understand About Enterprise Data").

9 KEY QUESTIONS TO UNDERSTAND ABOUT ENTERPRISE DATA

1. Where is it located?
2. What is its age?
3. When was it last updated?
4. Who has access to it?
5. What is its retention period?
6. Is it subject to compliance regulations?
7. Who can access it?
8. What is its level of importance?
9. Is it permissible for this data to sit on public cloud storage?

Common Issues that Drive Data Management Challenges

Solving these challenges starts with executing data management properly. However, 93% of the IT leaders in this survey are experiencing a variety of challenges in implementing data management initiatives including using too many different data management systems, escalating costs, and lacking the right skills and technology to harness their data's value.

58% also say the complexity of their data footprint limits their ability to realize the value of their data. 46% admit there isn't enough awareness or sponsorship in their enterprise about the consequences of poorly integrated data management capabilities, which implies they are often fighting an uphill battle to drive change.

When asked what challenges their organization currently faces with day-to-day management of data, IT leaders' answers included (see Figure 3):

- Too many different data management systems to manage
- Spiraling costs make data management harder
- Too many complex data sources that are difficult to analyze
- Lacking the right skills/technology to harness the power of data

Areas Cited for Improvement

It's also no surprise that key areas in organizations are negatively impacted including (see Figure 4):

- Ensuring data compliance
- Managing data security and risk
- Improving data visibility and control
- Speed and reliability of data access
- Ease of sharing data across business functions

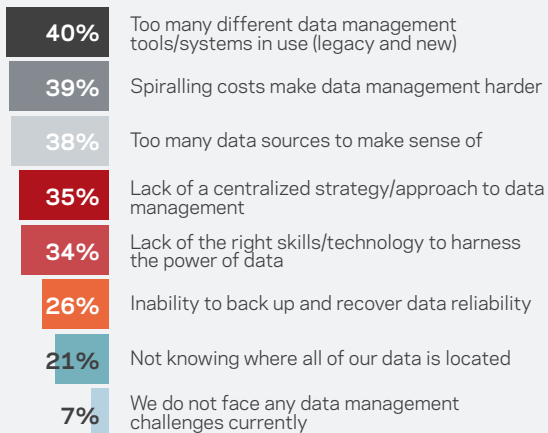
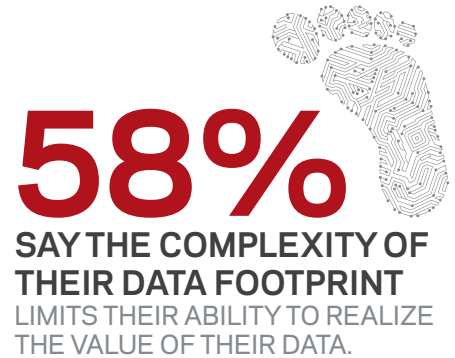


Figure 3



Figure 4

BENEFITS OF MORE EFFECTIVE DATA MANAGEMENT

If these challenges seem overwhelming and unachievable, it's important to understand that organizations are reaping the benefits of effective data management initiatives which can result in a valuable competitive advantage. Benefits realized include (see Figure 5):

- Increased data compliance and decreased data security risks
- Reduced costs
- Increased customer satisfaction
- Higher productivity



Figure 5

Additionally, IT leaders believe there's significant financial justification for making their organization's data management capabilities effective. They expect the average ROI for every dollar invested will be 2.18.

KEY SUCCESS FACTORS FOR CAPTURING THE BENEFITS OF ENTERPRISE DATA MANAGEMENT

What are the factors that help enterprises realize the benefits of data management? Organizations that successfully realized complete data integration share that focusing on two key areas makes the difference: taking a strategic approach to data management and having the right technology in place.

Cultivate a Strategic Mindset

Organizations with the most successful data management initiatives realize it is a strategic decision to decide how they will integrate all the necessary data management capabilities together. This means carefully considering how their data will be managed throughout its lifecycle including protection, classification, provisioning, analysis, and eventually expunging or archiving data. This approach is in sharp contrast to using point solutions to support these capabilities. That siloed approach walls off sections of data and leads to the challenges described earlier in this report.

Strategic initiatives that facilitate successful data management include being supported by strong senior management (37%), having an appropriate budget for investing in data management technology, and taking a structured, phased approach versus rushing into new initiatives (37%) (see Figure 5).

Adopt the Right Technology

Adopting the right technology is also cited as a key success factor for realizing the benefits of data management (43%). In addition, working with the right partners (40%)—those that have a history of operating in heterogenous environments – can ensure success.

One of the biggest opportunities for enterprises is embracing a centralized strategy for data management (37%) that includes a technology stack flexible enough to accommodate different types and generations of infrastructure—from the data center to the cloud—while still providing global visibility and management of the organization's data.

What are the Key Reasons Why Some Organization's Data is Completely or Mostly Integrated?

- Adopting a centralized strategy to better manage data
- Implementing the appropriate technology
- Working with partners that have experience in heterogenous, complex environments
- Being supported by strong senior management
- Being given an appropriate budget for investing in data management initiatives



Figure 6

These responses illustrate that total integration can be achieved with the right technology, infrastructure, and support in place (see Figure 6).

A BETTER WAY TO MANAGE DATA

As these survey results show, there are some big wins and also plenty of room for improvement when it comes to data management initiatives. Organizations that devise a well-thought strategy for data management and adopt technologies that tie together well are the most likely to succeed in unlocking their data's value. They are also more likely to realize productivity, profitability, and efficiency gains compared to those that don't take these steps.

Managing Data with Data

The next step in using a strategic approach is to consider managing data with data. Organizations use data to manage and govern so many aspects of their business, why not manage data with data? It's a new way to tackle data management challenges, but one with great promise.

Managing data with data involves an integrated, three-step process:

- 1. Classifying data.** Classifying helps enterprises understand what they have, where it is located, who is using it, the number of copies that exist, if it's valuable or not, and more. Essentially, classification helps answer the "9 Key Questions to Understand about Data" on page 3 of this report.
- 2. Enabling policies.** Organizations can use the insights gained from data classification to intelligently understand, protect, and maintain their data.
- 3. Automating.** There's simply too much data out there to be managed manually. Within every petabyte of enterprise data, there are roughly three billion files—it's beyond a human's capacity to manage it. Automation, through means of artificial intelligence and machine learning, can take on the tasks that an IT workforce cannot and will further unlock the capabilities of an organization's data.

By taking these steps, enterprises can simplify their environments, drive down costs, and extract more value from their data. And they'll also be prepared to harness the extraordinary opportunities in their data.

APPENDIX A

Survey Methodology—A total of 1,500 IT decision makers and data managers were interviewed in October and November across the US, the UK, France, Germany, Switzerland, the UAE, Canada, Mexico, Brazil, Australia, New Zealand, Singapore, China, Japan and the Republic of Korea.

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