

# [DARK DATA]



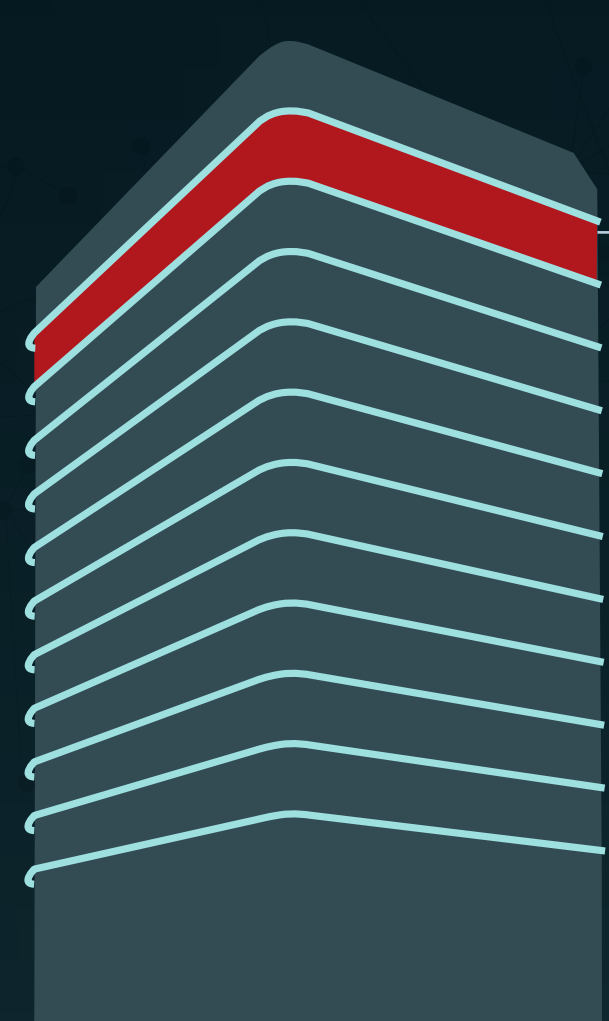
## ARE YOU AT RISK?

Your data estate is constantly growing, but do you know what types of information you are storing?

### THE DATA ENVIRONMENT

The average business has

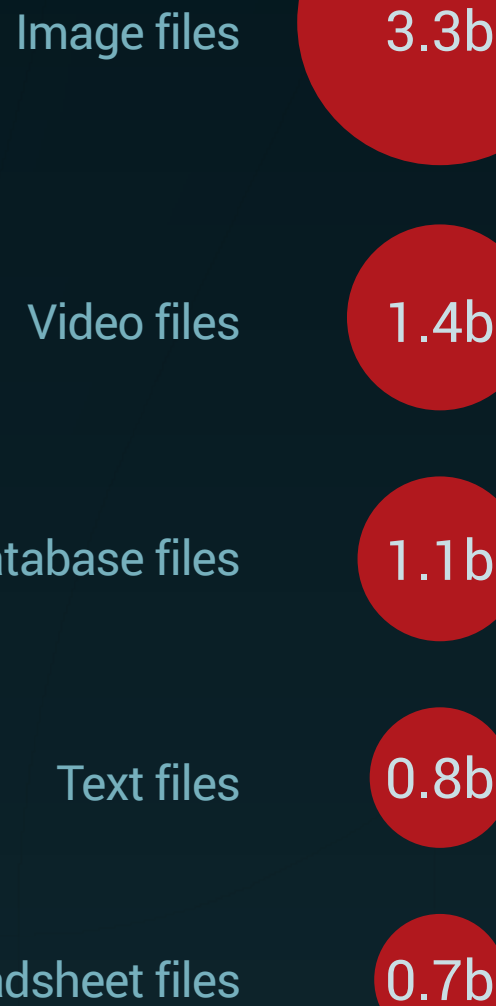
**10PB OF DATA**



1PB=  
**2.3**  
billion files

On average, the amount  
of data is growing by  
**39%**  
every year

The average  
business stores



It costs **\$5million** a year to manage a petabyte of data

Every year, organizations spend



**\$7.2**  
million  
on storing  
their **images**



**\$4.3**  
million  
on storing their  
**unrecognized**  
file types

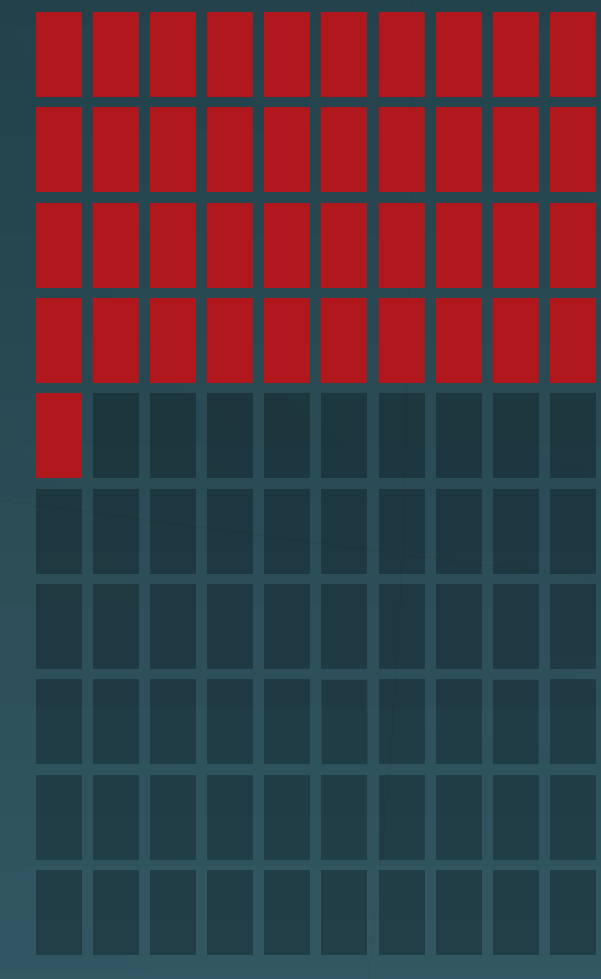


**\$3.0**  
million  
on storing  
their **videos**

### HOW ACTIVE IS THE DATA?

**41%**

of data is stale.  
This means it hasn't been  
modified for **over 3 years**



**12%**

of data is ancient.  
This means it hasn't been  
modified for **over 7 years**



**5%**

of data is orphaned.  
This means it **doesn't**  
have an owner



Every year, organizations spend



**\$20.5**  
million  
on storing  
stale data



**\$6.0**  
million  
on storing  
ancient data

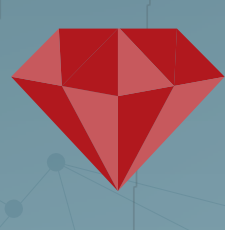


**\$2.6**  
million  
on  
orphan data

### POOR DATA BEHAVIOR EXPOSES ORGANIZATIONS TO RISK



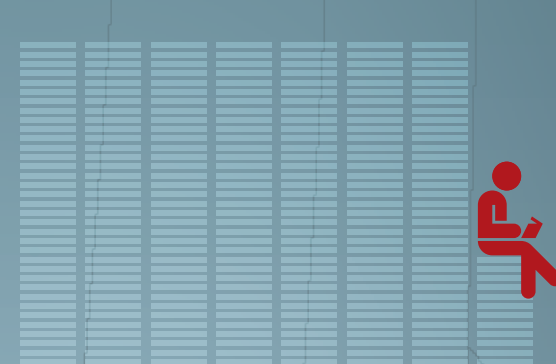
vs



Data strategies are  
focused on data  
**volume**, not data **value**



Perception of **Free**  
**Cloud Storage**



More storage of  
**personal files** on  
company resources

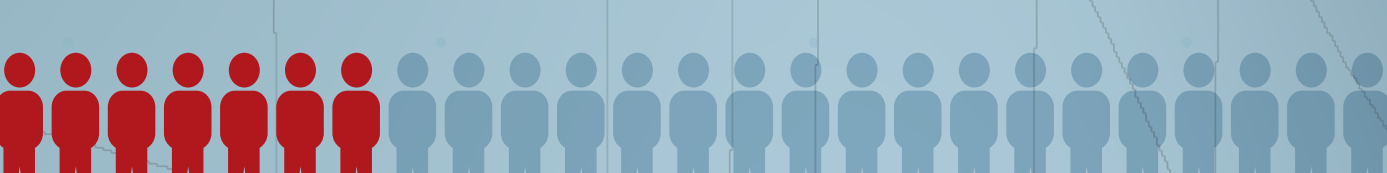
#### End-Users Are Non-Compliant

Employees blur the lines between where personal and work data should be stored

**65%**  
of respondents use **non-sanctioned**  
sync and share services



**27%**  
of employees are **keeping**  
personal data on work devices

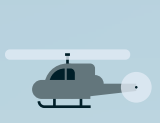


**20%**  
of employees have **used personal devices** to  
carry business information in the last year

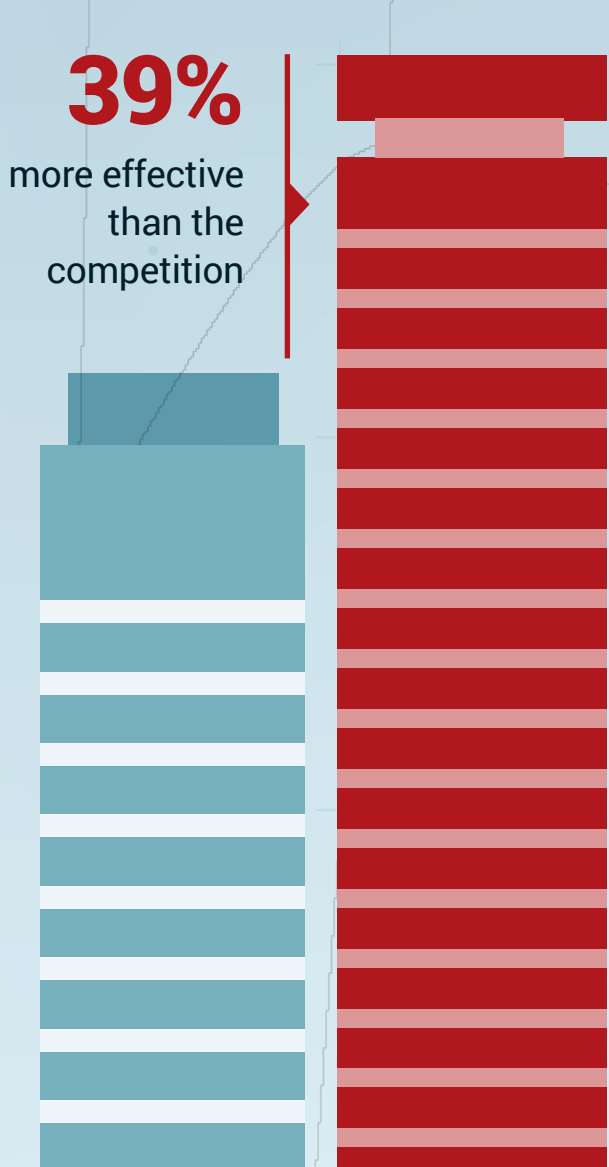


### ORGANIZATIONS THAT DEPLOY INFORMATION GOVERNANCE STRATEGIES ARE MORE SUCCESSFUL AT ACHIEVING THESE DESIRED OUTCOMES

#### 1 DELETING NO-VALUE DATA



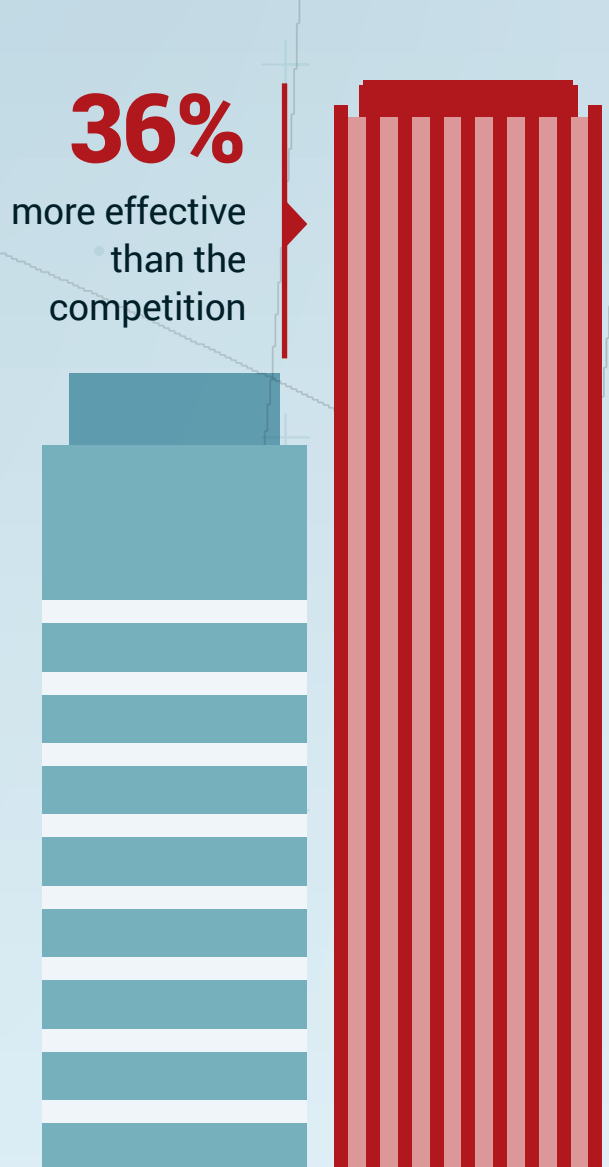
**39%**  
more effective  
than the  
competition



#### 2 CONTROLLING ENTERPRISE DATA GROWTH

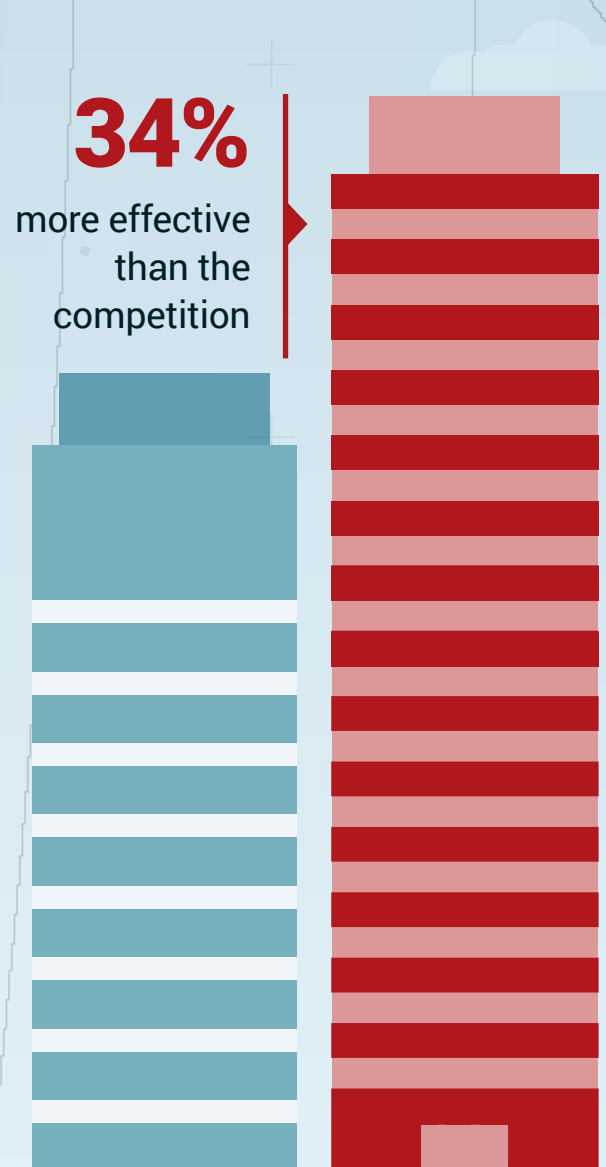


**36%**  
more effective  
than the  
competition

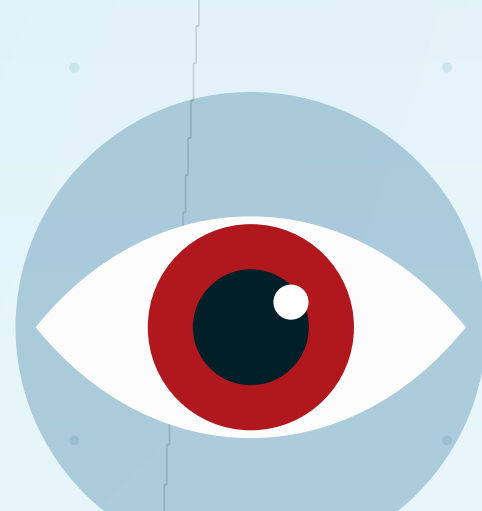


#### 3 MAKING DECISIONS REGARDING INFORMATION LIFECYCLE

**34%**  
more effective  
than the  
competition



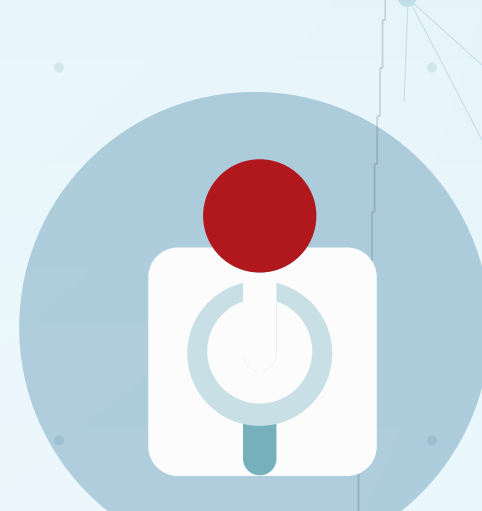
FIND OUT HOW YOU CAN ACHIEVE THESE SAME OUTCOMES AT **VERITAS.COM/INFOGOV**



**GAIN  
VISIBILITY**



**TAKE  
ACTION**



**ASSUME  
CONTROL**

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