

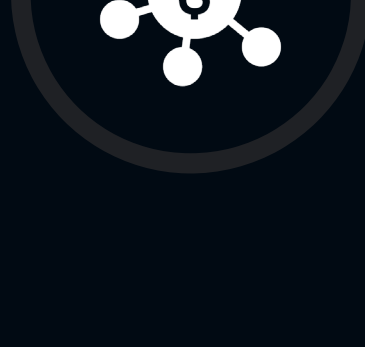
From Data Backup to Data Intelligence

Intelligent data management solutions and use cases are transforming the traditional data protection and storage spaces. As end-users continue on their digital transformation journeys, the need to efficiently reuse compliant data is adding data management challenges to an already complex IT infrastructure landscape. At the same time, significant business benefits can be derived from successful intelligent data management implementations. This research aimed to understand IT professionals' grasp of and sentiment toward intelligent data management.

Data Is the Business



44% Data helps to support our business (we offer tangible/physical products and services).

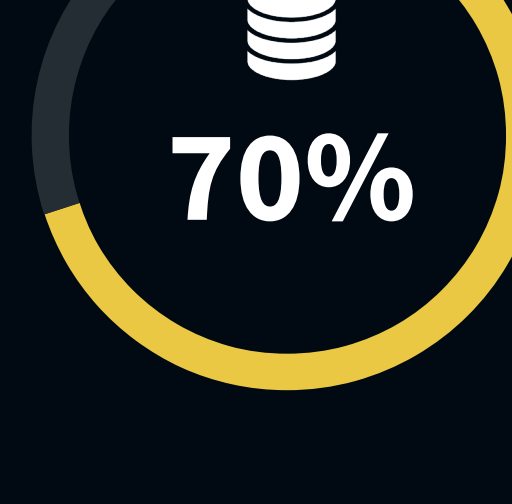
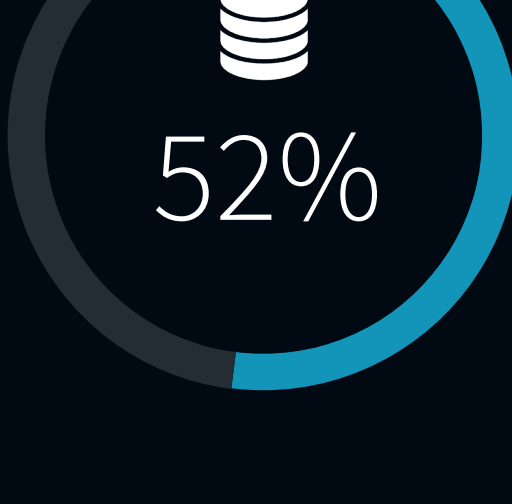


21% Data is our business (our core products and services are information-based.)



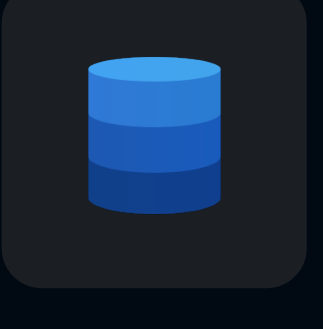
36% We offer both tangible and information-based products and services.

We plan to develop and offer new data-centric products and services (i.e., either selling data or insights based on that data) in the next 24 months.

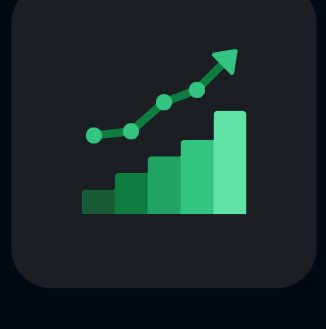


In the Data Deluge, Cloud Is King

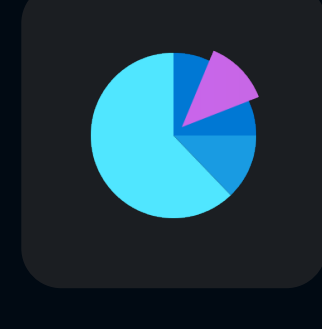
THE DATA DELUGE.



7.7 PB total volume of data on average

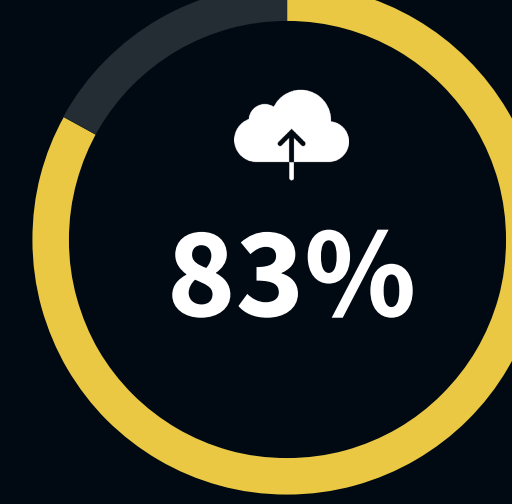
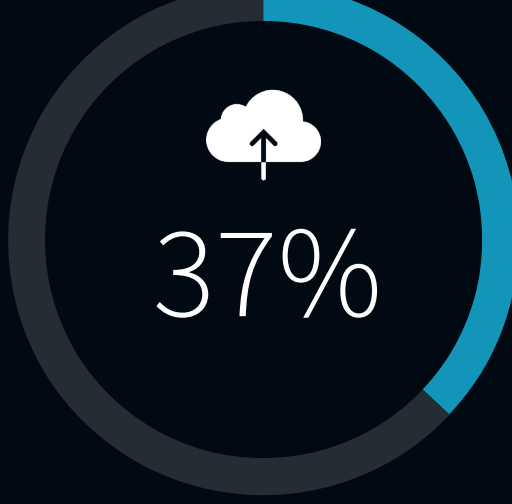


35% overall data growth (up from 27% in 2019)



5 TB of secondary data generated by 1TB of production on average

We send secondary data copies to public cloud infrastructure services for non-protection purposes (i.e., dev/test, analytics, etc.).



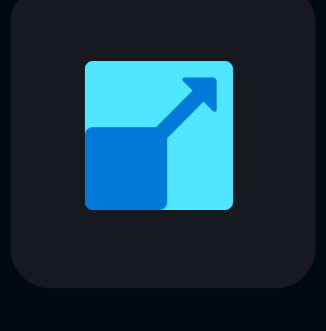
BENEFITS REALIZED FROM SENDING NON-PROTECTION SECONDARY COPIES OF DATA TO THE CLOUD.



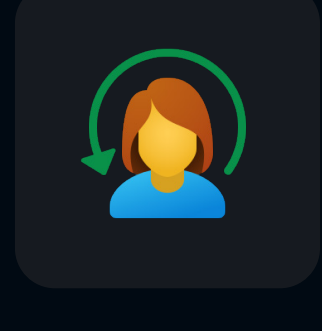
41% Better security compared to on-premises resources



38% Better availability compared to on-premises resources



37% More elastic scalability



36% Ability to support higher levels of end-user concurrency



35% Faster time to deploy or time to value for new projects

Data Classification Is Maturing



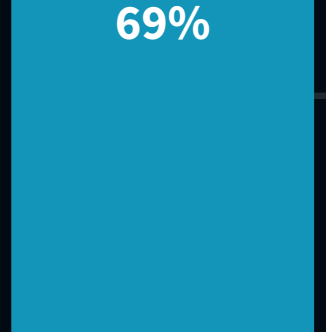
61% of organizations currently classify their data, while an additional 30% have plans to do so over the next 12-24 months.

DATA CLASSIFICATION DRIVERS.

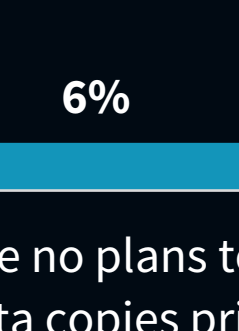
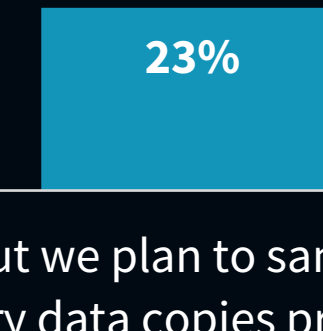
Storage efficiency



Compliance Management Is Gaining in Confidence



On average, organizations are sanitizing 59% of their non-protection secondary data.

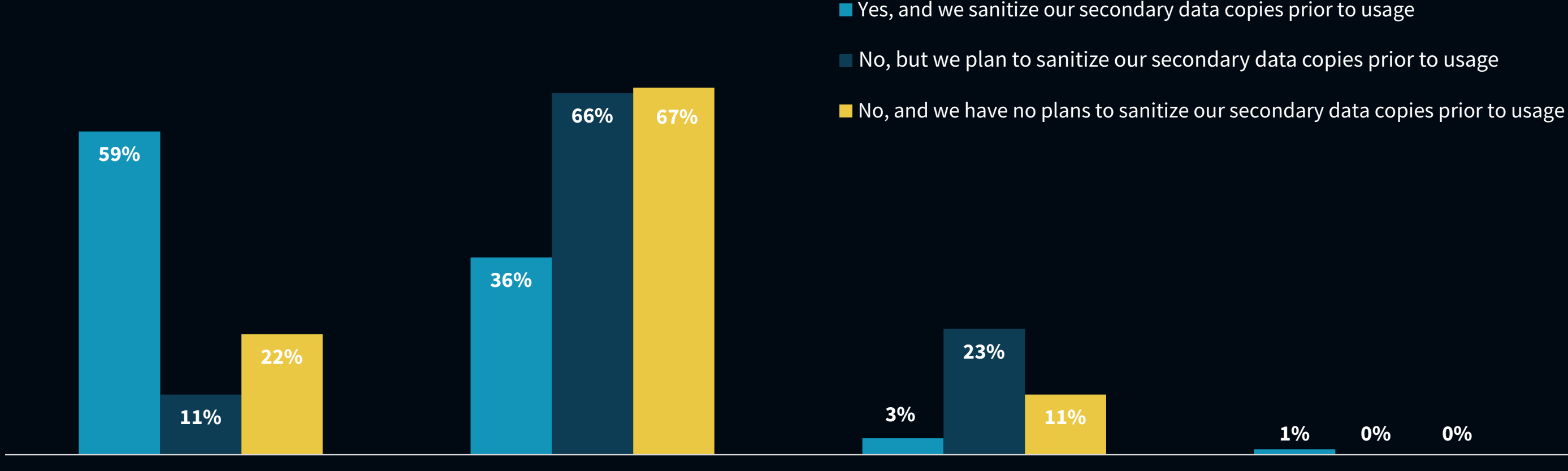


Yes, and we sanitize our secondary data copies prior to usage

No, but we plan to sanitize our secondary data copies prior to usage

No, and we have no plans to sanitize our secondary data copies prior to usage

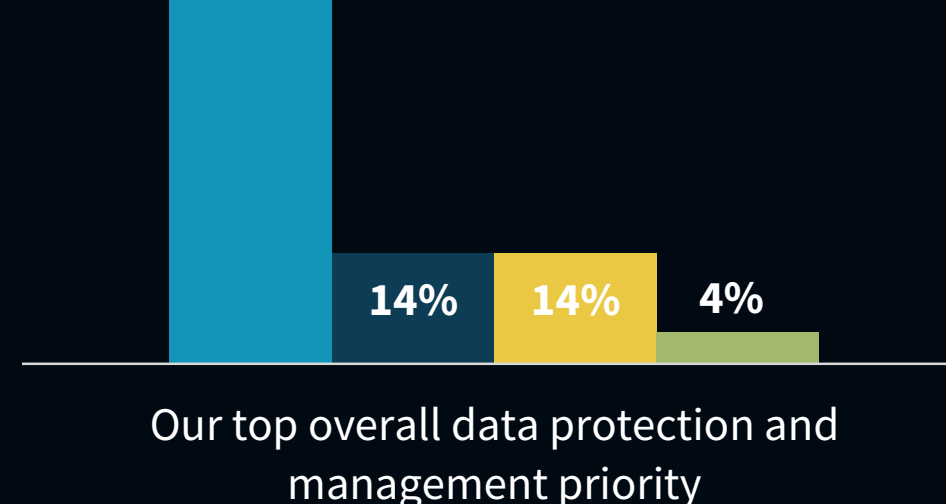
CONFIDENCE IN ABILITY TO PASS COMPLIANCE AUDIT BY CURRENT DATA SANITIZATION POSITION.



Intelligent Data Management Is at the Heart of Digital Transformation

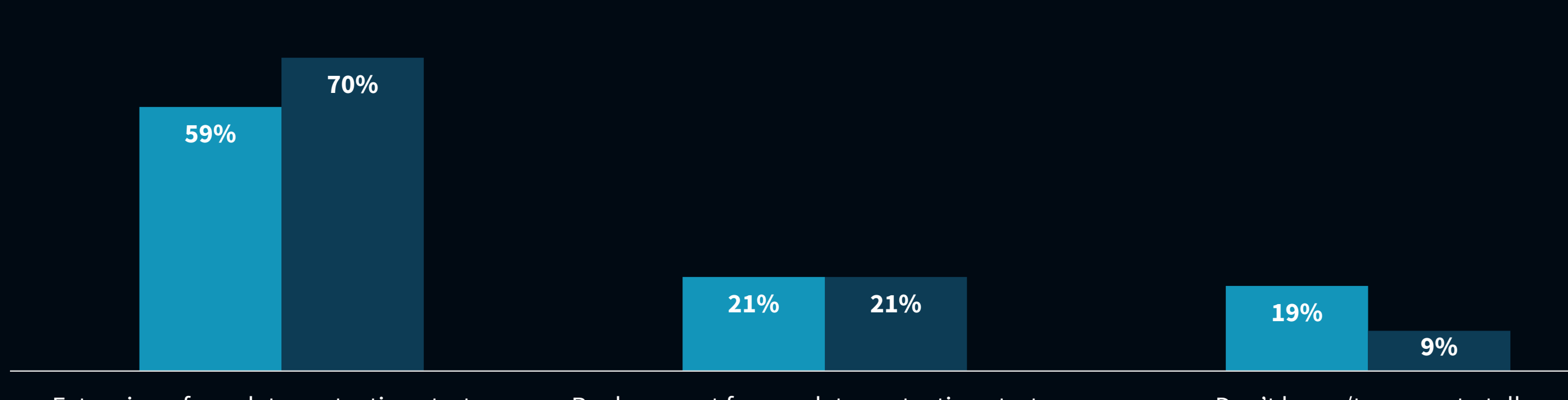
INVESTMENT PRIORITIZATION OF INTELLIGENT DATA MANAGEMENT/ DATA REUSE STRATEGIES BY DIGITAL TRANSFORMATION MATURITY.

■ Mature (N=100)
■ In process (N=159)
■ Just beginning (N=43)
■ Planning only (N=51)



IS DATA REUSE AN EXTENSION OR REPLACEMENT OF OVERALL DATA PROTECTION STRATEGIES?

■ 2019 (N=359) ■ 2021 (N=360)



BUSINESS BENEFITS OF DATA REUSE.



39% Improved data visibility



31% Greater business agility



30% Greater resiliency to cyber attacks



30% Improved customer experience



29% Advance strategic initiatives like DevOps and data analytics

[LEARN MORE](#)

For more data and analysis from this ESG research study, including specific recommendations for supporting business transformation in a data-centric fashion, read the ESG Research Report, *The Evolution of Intelligent Data Management*.