

AUGUST 2025

Nasuni Doubles Down on Intelligence Layer for Unified File Data Platform

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Abstract: A combination of explosive data growth, security challenges and AI opportunities are placing increased emphasis on unstructured data management, especially in highly distributed organizations. Nasuni is responding to these challenges with multiple new capabilities designed to add powerful intelligence to its unified file data platform.

Unstructured Data Is a Key Focal Point – and Challenge – in the AI Era

It's a given in this digital age that enterprise data—and unstructured file data in particular—continues to grow. It's also clear that, for many, this data continues to be in more places—the modern organization is typically highly distributed. And if the organization is highly distributed, so is its data.

This 'data entropy' creates challenges around cost effectively and securely storing, protecting, and accessing this data, especially for unstructured data sets that might be highly collaborative in nature. Indeed, research from Enterprise Strategy Group found that locating the right data set and making it accessible in a timely fashion was the top file storage-related data challenge that organizations are facing.¹ Number two on that list are challenges associated with the management, optimization, and placement of data across separate locations.

For many, these challenges are becoming more profound. Understanding and managing large unstructured data volumes across many locations and users is complex, and this complexity can drive up costs—both physical storage costs but also management overhead, such as service desk costs, as data volumes, locations, and users grow. There are also potentially significant risks associated with such data sets; files often contain highly sensitive data—customer data, personally identifiable information, financial information, or intellectual property—that could have major business impacts if it fell into the wrong hands—either by malicious or accidental means.

Key Highlights

- IT organizations struggle to effectively manage their rapidly growing file storage, especially in highly distributed environments.
- Nasuni's File IQ and Ops IQ provide customers with new and powerful insights from their unstructured file data environments.
- The additions form a foundation for Nasuni's broader push into helping its customers optimize their file data in an increasingly AI-driven world.

¹ Source: Enterprise Strategy Group Research Report, [Navigating the Cloud and AI Revolution: The State of Enterprise Storage and HCI](#), March 2024.

A key issue is that storage and data management tools have not kept pace with the realities of an accelerating file data environment. Enterprise Strategy Group's research also identified a lack of automation in file data management as a major challenge in this respect. As organizations continue to adopt new and emerging technologies—particularly advanced AI use cases that are built on unstructured data sets—we can expect they will seek more powerful capabilities that let them not only manage their growing volumes of file data with more intelligence and at a granular level, but also by using automation to streamline the process.

Nasuni Unveils File IQ and Ops IQ, Adding Deep Intelligence for Global Enterprises

Market Insight



84%

of organizations are already leveraging generative AI for initial or multiple use cases.²

With over 15,000 edge locations deployed globally, and hundreds of petabytes under management, Nasuni is a well-established player in the hybrid cloud storage market. Its unified file data platform offers a powerful combination of capabilities—including a resilient global file system, intelligent edge caching, ransomware protection, and data intelligence—to help organizations securely and efficiently manage and modernize their growing unstructured data environments.

Acknowledging the growing challenges faced by organizations around understanding their data at a deeper

level, Nasuni has made the 'data intelligence' portion of its technology stack a key focus area. It recently doubled down on this with the release of two new capabilities designed to provide customers with critical insights and a deeper understanding across their entire Nasuni environment.

The first concerns File IQ, which tracks file metadata to help organizations understand usage, user behavior, access patterns, and file system event activity. This insight can be used in a range of ways, such as better managing storage costs, better tracking and predicting growth, or identifying abnormal activity. A new Premium edition of File IQ adds substantial new capabilities to the free basic version, including over 20 pre-built dashboards, proactive alerting, automated reporting, and granular chargeback capabilities.

The second is a brand-new capability, Ops IQ, that is more focused on providing more detailed management and optimization of the Nasuni environment itself. Ops IQ offers two core dashboards; an appliance dashboard offers insights into the health of the Nasuni appliance environment—CPU utilization, memory usage, disk performance, etc.—to help IT teams avoid performance bottlenecks, identify under-provisioned appliances and redistribute workloads to optimize efficiency. A volume dashboard provides visibility into data protection and related trends—such as capacity consumption, protection frequency, snapshot timelines and data propagation.

Analyst Insight

The release of File IQ Premium Edition and Ops IQ promises IT departments and users several tangible benefits, which should prove essential as file environments—and the accompanying complexity and risk—grow. For example, the chargeback reporting feature in File IQ offers a detailed understanding of storage-related costs; this could enable IT to recoup costs from individual departments, or enable departments to manage their own usage, promoting efficiency and fairness, and helping promote IT as a value-driven business partner vs. merely a cost center.

² Source: Enterprise Strategy Group Research Report, [Navigating Build-versus-buy Dynamics for Enterprise-ready AI](#), January 2025.

A particularly powerful—and increasingly important—aspect of File IQ is its ability to help identify potentially malicious data exfiltration attempts (which typically are difficult to identify and investigate) through proactive alerts that could promote early discovery/containment. Detailed auditing could also speed assessment, potentially avoiding fines or other penalties related to any breached compliance mandates. Meanwhile, a combination of Nasuni’s continuous file versioning and smarter file discovery in File IQ enables IT teams to quickly locate missing or accidentally deleted or misplaced files, potentially avoiding lengthy service desk involvement in the process.

Meanwhile, the addition of system-level observability via Ops IQ can help IT teams better understand data protection trends, visualize snapshot activity and identify unexpected metrics. Combined, these are powerful capabilities that should help accelerate troubleshooting, diagnosing potential issues and highlighting data protection gaps before they develop into a more problematic issue. A further notable aspect of Ops IQ is that no setup is required—it’s delivered as a service by Nasuni, meaning there’s no additional installation or infrastructure for customers to manage.

Conclusion

Having established itself in the hybrid cloud storage segment, the release of deep, powerful insight capabilities via Nasuni IQ is extremely well-timed. Nasuni is already well-regarded for its ease-of-use and intuitive management, but as file environments scale and become more complex, the ability to provide customers with deep, file-level intelligence, as well as the ability to automate and further simplify the management experience, is increasingly critical. With the release of File IQ and Ops IQ, Nasuni is again raising the bar for what customers should expect when it comes to managing their large-scale unstructured file environments across the hybrid cloud. As the foundation of a broader push into helping customers realize the value from AI, it will be fascinating to see where Nasuni takes this next.



With the release of File IQ and Ops IQ, Nasuni is again raising the bar for what customers should expect from their unstructured file environments.”

- **Simon Robinson**, *Principal Analyst, Enterprise Strategy Group*

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