Achieving Infrastructure Optimization and Business Cost Efficiencies in a Hybrid IT Environment with Unified Unstructured Data Management

❯ Unlock the Power of your Data and Transform IT

DATA DYNAMICS

The Data Storage Dilemma

The current state of the enterprise storage landscape today is more varied, data-intensive, and geographically dispersed than ever before. This will continue to accelerate at an unprecedented rate. According to Gartner, large enterprises will triple their unstructured data stored as file or object storage on-premise, at the edge or in the public cloud, by 2024 when compared to 2020.

I&O leaders must modernize traditional IT storage administration systems to deliver the proper balance of agility, control, scale, and efficiencies. The distribution of on-premises vs. off-premises storage (including both public and hybrid cloud) will shift markedly by 2025, with only 20.8% of the total enterprise petabytes remaining on-premises, down from 44.2% in 2020.[1]

A significant divide exists today between traditional enterprise IT environments and the public cloud. Enterprises need a single solution that embraces the hybrid cloud environment, meets compliance, implements governance, and reduces burdening storage costs.

The Reality of Hybrid IT

Past
Physical Data
Centers

Today
Mix of Physical
and Cloud

Future
Multiple Clouds
and Data Centers

Figure 1: Enterprise Infrastructure Continues to Evolve

The Real Costs of Poor Data Management

The consequences of ineffective data management can be crippling. The Ponemon Institute recently conducted a study and organizations waste $2.1 million on average annually due to poor data management implementation.

Small organizations are hit hardest in terms of costs. Large organizations may lose $2.71 million on average, compared to an average of $1.23 million for small companies. The cost per employee works out to being six times higher at small organizations.

Many of these costs are the result of penalties from lack of compliance with regulations. Highly regulated sectors like financial services, pharmaceuticals, communications, and healthcare are hit with the highest costs.

https://www.storagenewsletter.com/2020/09/16/2020-strategic-roadmap-for-storage-according-to-gartner/

Unified Unstructured Data Management for the Hybrid IT Environment

Data Dynamics' Unified Unstructured Data Management delivers true infrastructure efficiency and optimization by unifying hybrid and multi-cloud ecosystems to deliver a platform that...

- Leverages AI driven analytics to gain visibility into file content and storage environment
- Supports ongoing application and data mobility for immediate financial cost savings
- Limits sensitive data exposure with privacy risk classification and remediation options

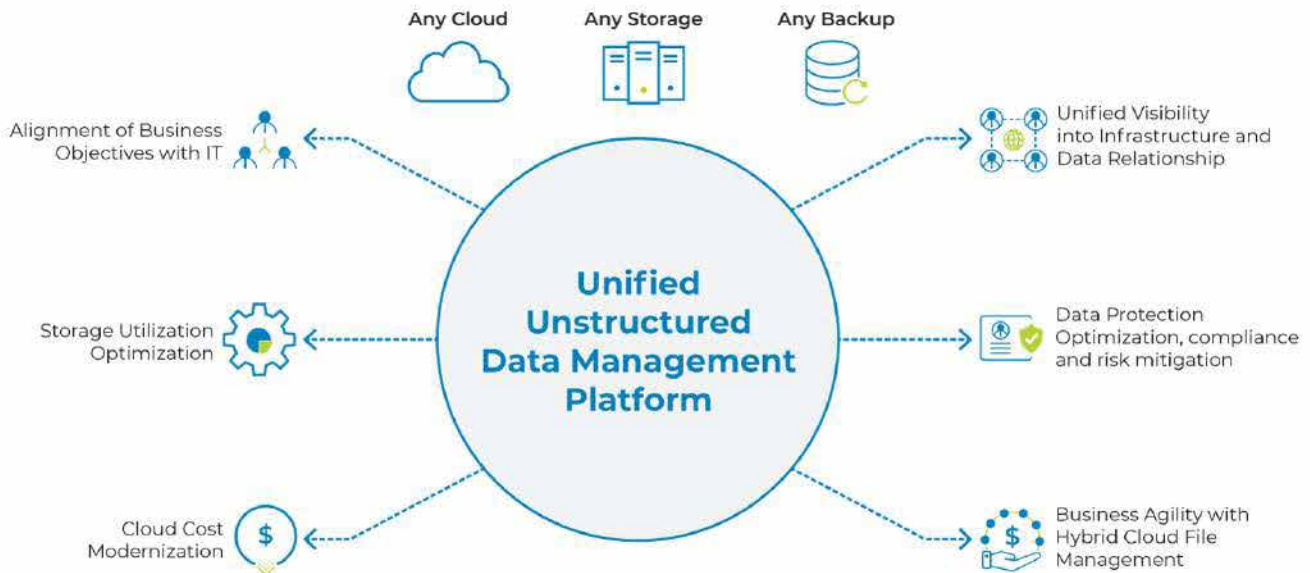## Hybrid IT Infrastructure Optimization

Figure 2: Unified Unstructured Data Management Platform for the Hybrid IT Infrastructure

Why You Win

Optimize Storage Efficiency & Costs

With today's global, complex, and virtualized storage environments, it is easy to lose track of what's consuming space on your storage.

Data Dynamics' Unified Unstructured Data Management Platform leverages metadata analytics to scan and discover file data using storage resources across your enterprise to discover storage inefficiency and potential at risk files such as ROT (Random, Obsolete & Trivial), orphan files, and dark data.

Screenshot 1: Metadata Analytics Dashboard

With insight into activity, file size, age, file type, top consumer analysis, queries can be configured on the data that can identify meaningful changes to your storage management policies that can drive 30% to 60% savings.

Mitigate Risk & Streamline Compliance

As organizations aim to leverage analytics and drive deep insights from their unstructured data, the growth of data and its complexity has left them exposed to risk and high costs.

By correlating and classifying data, the Unified Unstructured Data Management Platform uses AI driven analytics to scan file content, classify sensitive data, and determine what data needs to be migrated, what sensitive data may need to be secured, and what data should be removed entirely.

Screenshot 2: Privacy Risk Classifier Dashboard

Accelerate Hybrid Cloud File Management to Leverage Enterprise Data

At Data Dynamics, we've found that the ideal hybrid cloud file management for our customers enables consistent storage services, resiliency, RESTful API's for integration into their automation and reporting tools, and application mobility between on-premises and off-premises cloud.

Extracting value from enterprise data is an avenue for innovation and hybrid applications require access to data wherever it resides.

Figure 3: Hybrid Cloud File Management

While strides have been made for unifying cloud platforms at the management and compute layer, there remains a division at the storage layer. The Unified Unstructured Data Management Platform bridges together multiple environments across orchestration, management, and analytics to continuously evaluate workload placement and make the best use of all resources.
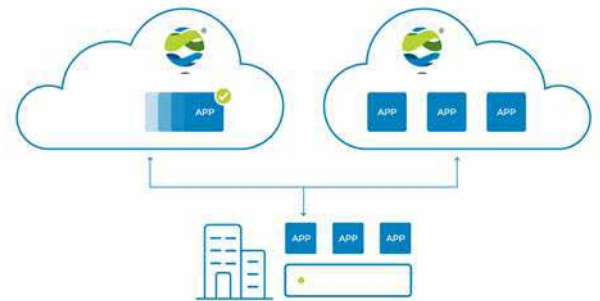
Data Dynamics, a global leader in enterprise data management, stands at the forefront of the industry-wide shift towards Digital Trust & Data Democracy. Trusted by 300+ organizations, including 25% of the Fortune 20, the company is recognized for its commitment to creating a transparent, unified, and empowered data ecosystem. Whether addressing data risk, privacy, sovereignty, optimization, sustainability, or facilitating seamless, policy-driven data migration across hybrid and multi-cloud environments, the company is ushering in a new era where data ownership, control, & actionability reside with the data owners.

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