

The opportunity and challenges of...

UNSTRUCTURED 'DARK' DATA

TEXT DOCUMENTS (WORD/PDF), IMAGES, SPREADSHEETS, EMAILS ETC...

THE MOST DIFFICULT TYPE OF DATA TO CLASSIFY, MANAGE AND CONTROL

92
YEARS

1.) TIME FOR A SINGLE PERSON TO CLASSIFY JUST ONE TERABYTE OF DOCUMENTS

Assumes: 5 minutes to read 3 pages of text, 2 million x 3 page documents per TB and 37.5 hours working week.

2.) PERCENTAGE OF DATA WITHIN AN ORGANISATION THAT IS UNSTRUCTURED

Source: IDC

Increasing year on year and likely to be much higher as more data from Internet of Thing (IoT) devices streams into the organisation.

80%

Value
37%



No value
63%

3.) 63% OF DATA HAS NO VALUE TO THE ORGANISATION

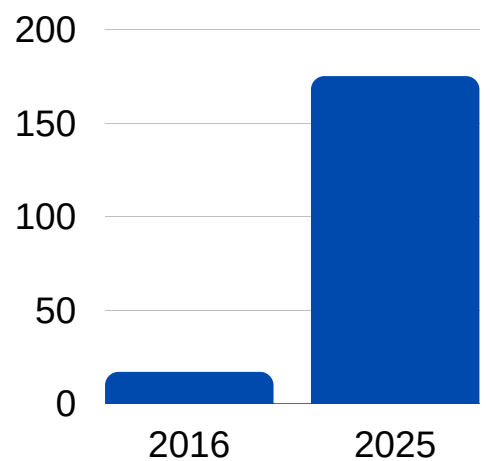
Source: IDC

Data that is not managed can lead to excessive storage costs and increased risk of data breach. Of course 37% of it has value if analysed. How will you leverage that value?

4.) TEN-FOLD PROJECTED GROWTH IN DATA STORED BY 2025

Source: IDC

The global dataverse will be 175ZB in 2025 compared to just 17ZB in 2016.



£35K
PER ANNUM

5.) ANNUAL "WASTED" EXPENDITURE STORING 20TB OF DATA THAT HAS NO VALUE

By not managing your data today, you could effectively be committing to a future spend of 10x this amount for no value to your organisation. Is that an expenditure you want to have on your watch?



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www.infoboss.co.uk | info@infoboss.co.uk | 0333 772 1963