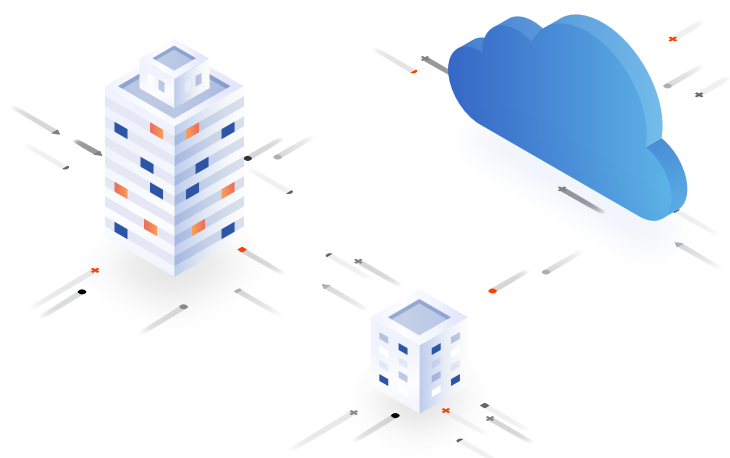


# What Is Mass Data Fragmentation?

The vast majority of an organization’s data—~80% of it—isn’t running in mission critical systems. It’s data stored in the secondary realm: backups, archives, file shares, object stores, test and development systems, and analytics datasets.

This data has become so fragmented across locations and infrastructure silos that it has become nearly impossible for IT to protect or locate—let alone leverage—their most important digital asset.



## Three Causes of Mass Data Fragmentation

- 1

DATA IS MASSIVELY SILOED

Data silos across and within backup, files and objects, dev/test and analytics create management and compute infrastructure silos.
- 2

DATA COPIES ARE MULTIPLYING

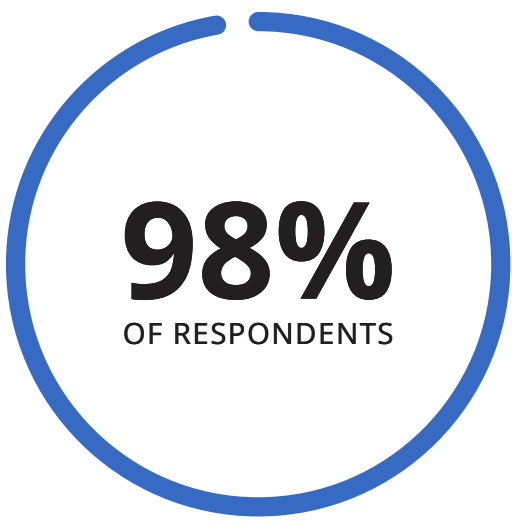
There are unnecessary copies of the same data everywhere because point products don’t allow data sharing or reuse.
- 3

DATA IS SPREAD ACROSS LOCATIONS

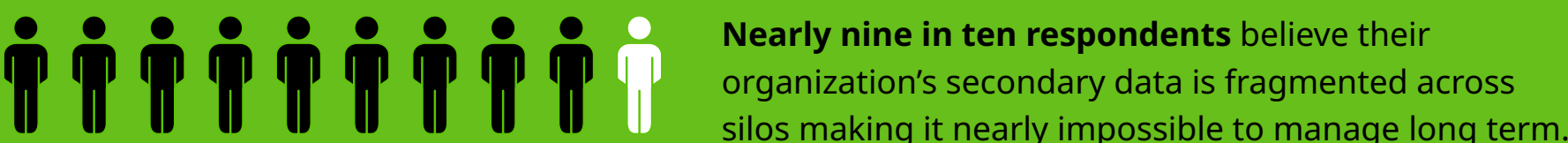
Data is increasingly spread across multiple locations, both on-premises and in the public cloud.

### Data Continues to Explode

98% of respondents report that their organizations’ secondary storage has increased over the last 18 months and will continue to do so **over the next 18 months**.



## Fragmentation and Copies Are Making Management Harder



### The Problems

#### Need to Be Fixed



Nearly 90% of decision makers believe **it’s important to solve challenges of mass data fragmentation**.

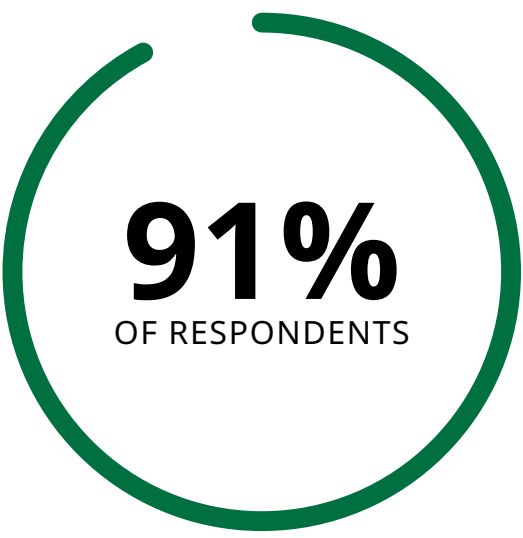
### Current IT Resources Aren’t Enough

Nearly all respondents (97%) believe their organization would need to spend more money than they are today to effectively manage all of their secondary data and apps, and it will also consume significantly more time—an additional 16 extra weeks per year—without more effective tools.

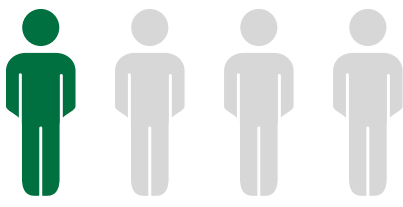


## There Are Major Concerns About Compliance and Turnover

and That Could Have Serious Consequences



Over 90% of organizations’ leadership are concerned about the level of visibility that the IT team has into secondary data across all sites (especially with things like GDPR).



More than a quarter say that they (or their team) will likely consider quitting their jobs if the IT team are/were expected to manage all of the organizations’ secondary data and applications without the proper technology in place.

## Solving Mass Data Fragmentation Has a Significant Upside



91% of respondents say it could have a **positive impact on the organizations’ revenues**.