COHESITY

Fielded by VansonBourne

Secondary Data Market Study

Contents

1 Introduction
3 Secondary data volumes are increasing exponentially
5 The major challenge: data fragmentation
7 Drawbacks of data fragmentation
9 Concerns about mass data fragmentation
11 A solution is needed now or the repercussions could be major
13 The many rewards of solving mass data fragmentation
15 Conclusion
16 Methodology

Introduction

Data has become recognized as one of the most valuable resources in the digital business era - but it has also become one of the biggest obstacles to digital transformation. Why the paradox? It is due to a phenomenon called mass data fragmentation.

Mass data fragmentation refers to the huge and growing proliferation of data across a myriad of different locations, infrastructure silos and management systems that prevents organizations from fully utilizing its value.

The vast majority of an organization's data (approximately 80 percent) is not mission critical; it is largely static secondary data that's stored in backups, archives, file shares, object stores, test and development systems, analytics, datasets, private and public clouds.

Exploding data volumes and siloed, limited-purpose management tools have made it nearly impossible for organizations to protect or locate – let alone manage or exploit – their most important digital asset. Mass data fragmentation has become a headache for IT, largely due to lack of innovation by vendors that perpetuates an outdated and ultimately unsustainable approach.

The result is that instead of treating their data as a competitive asset, most organizations view it as a costly storage bill, a complex management problem, a growing compliance exposure and even a risk to morale in IT.

This research study reveals how mass data fragmentation is truly impacting enterprises and IT teams within these organizations, on a global scale.

This research study reveals how mass data fragmentation is truly impacting enterprises and IT teams within these organizations, on a global scale. It will answer questions like "What's causing mass data fragmentation?", "What are the consequences for organizations if this problem isn't addressed?", and "What is the upside for businesses – including from a revenue perspective – if they can deploy technology that directly addresses mass data fragmentation challenges?"

Key Findings

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

87%

Nearly nine in ten respondents believe their **organization's secondary data is fragmented across silos** and is or will become nearly impossible to manage long term.

The problems need to be fixed

86%

Nearly 9 in 10 respondents believe it's **important to solve challenges of mass data fragmentation.**

But current IT resources aren't enough

16 extra weeks per year

Nearly all respondents 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** (up to 16 extra weeks per year) **without more effective tools.**

And that could have serious consequences

26%

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%

Say it could have a **positive impact on the organizations' revenues.**

1 Secondary data volumes are increasing exponentially

There has already been a rapid increase in secondary data volumes, with nearly all (98%) respondents reporting that their organization's data storage increased over the last 18 months.

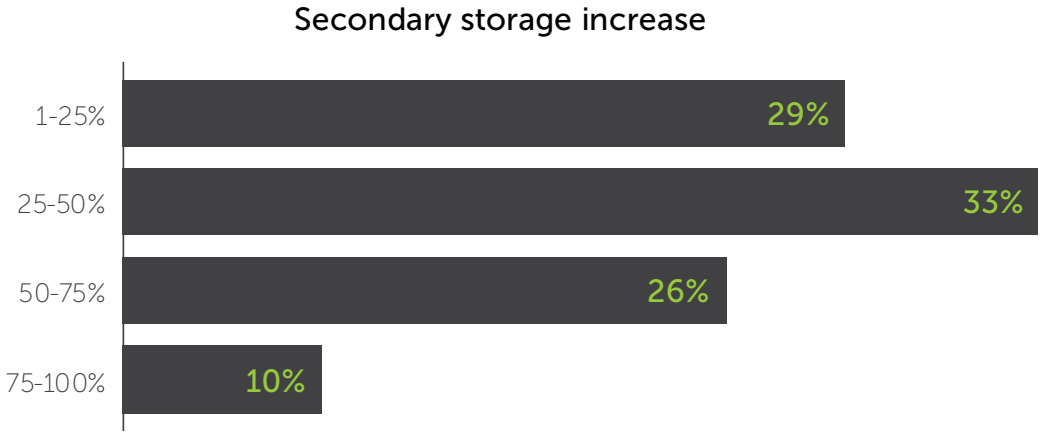


Figure 1: Asked to all respondents (900)

And, we haven't seen anything yet.

Nearly seven in ten (69%) believe their secondary data will increase by 25% to 100% or more between now and the end of 2019.

36% believe **secondary data will increase by 50% to 100%** between now and the end of 2019

2 The major challenge: data fragmentation

Although increasing data volumes are not particularly surprising, the major challenge that's quickly surfacing is mass data fragmentation.

Nearly **90%** (87%) of companies believe secondary data is fragmented across silos and is or will become nearly impossible to manage long term, and of that, nearly **50%** (48%) believe it is only going to get worse.

So, what causes mass data fragmentation?

1 Data is massively siloed

There is fragmentation across and within silos. This problem is exacerbated by the sheer volume of point products – both hardware and software - used to manage backup, files, test/development, analytics and other data islands individually.

35%

More than a third of organizations **use 6 or more solutions for all of their secondary data operations** and of that, 10% use 11 or more solutions

2 Data copies are multiplying

There are copies of the same data everywhere because point products don't allow data sharing or reuse. As an example, backup data often can't be used for test/development.

63%

Of organizations **have between 4-15 copies of the same data.** And, 10% of organizations have 11 or more copies

3 Data is spread across locations

Data is increasingly spread across multiple locations, both on-premises and in the public cloud, often creating the need for yet even more copies of the same data.

85%

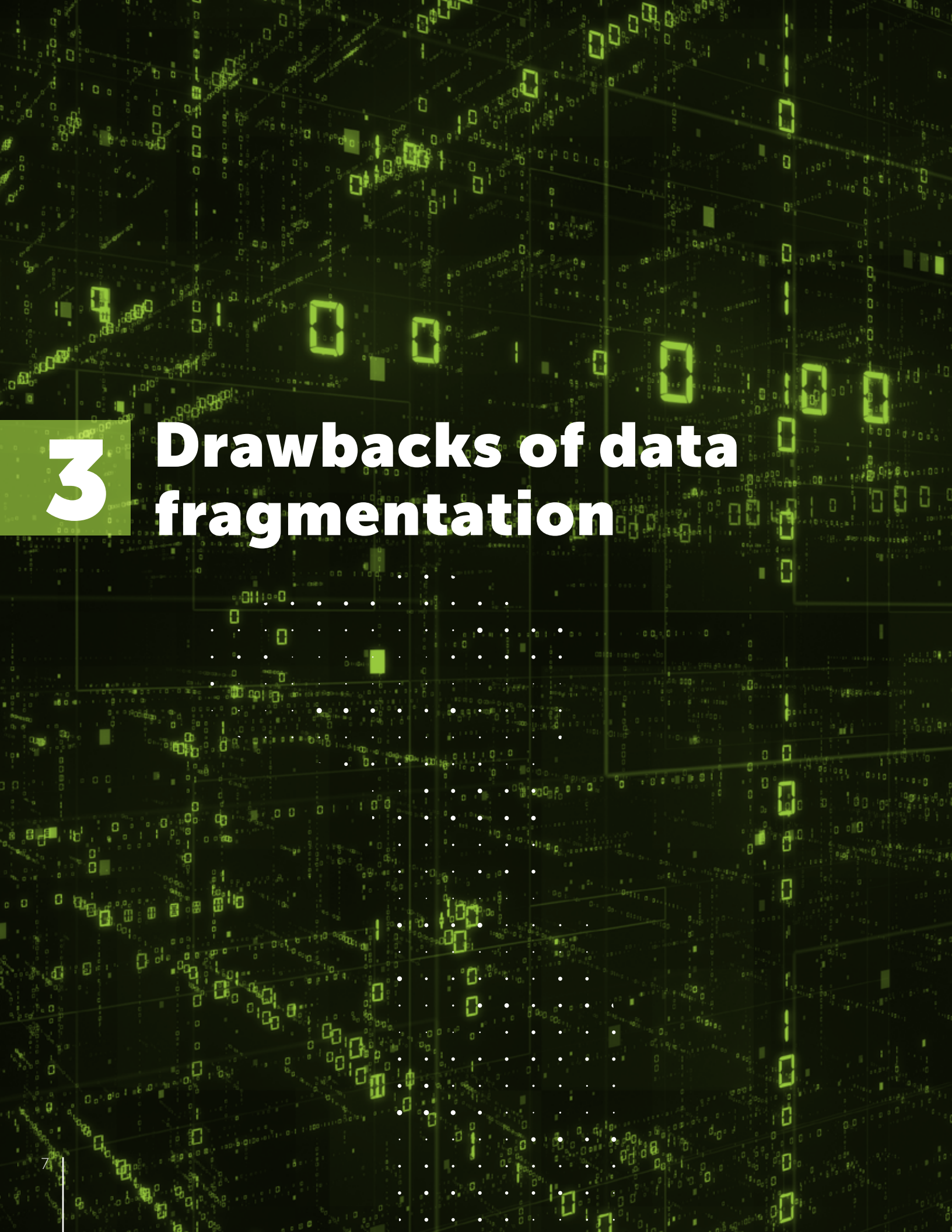
Store data **between 2-5 public clouds** with 16% storing data in 4-5 public clouds

- Of those that store data in the public cloud, 74% say they make an alternate or redundant copy of data stored in the public cloud, storing it either in the same or another public cloud.

80%

Of organizations with a disaster recovery or compliance policy in place say they **have made 3 or more extra copies of production data/virtual machines** and 62% say those extra copies of data/virtual machines are stored in 3 or more different locations

- 87% of organizations maintain between 2-4 separate test and development environments, adding even more locations for IT administrators to manage.



3 Drawbacks of data fragmentation

This complex web of data silos, copies and locations takes enormous amounts of time to manage:

TODAY

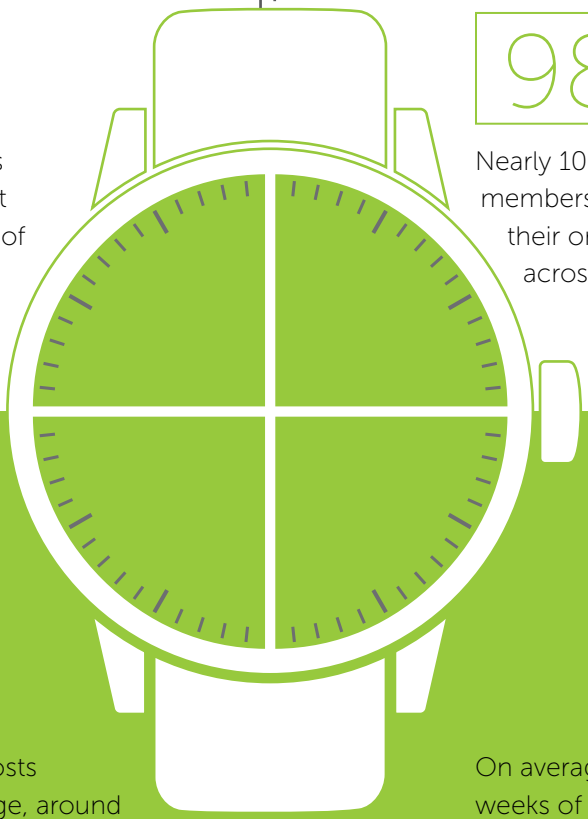
48%

Nearly half of respondents say their IT team spends at least 30% and up to 100% of their time managing their organization's secondary apps and data globally.

TOMORROW

98%

Nearly 100% of respondents say it will take members of their IT team more time to manage their organization's secondary data and apps across all of their locations if they don't have a solution in place that manages everything from one dashboard.



4 months

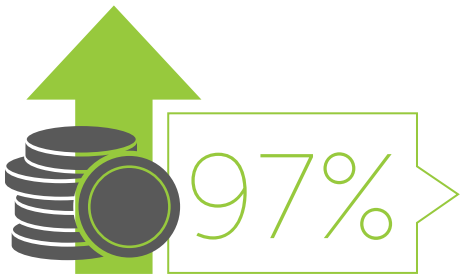
All this time adds up, and costs the organizations, on average, around 4 months of the working year.

The money required to manage the vast array of secondary apps and data will go up.

16 weeks

On average, this works out to be an additional 16 weeks of the IT team's time within a year if proper tools aren't in place.

Imagine what enterprises could do if IT could invest this money and time on projects that accelerate growth within other parts of the business.



97% of respondents say their organization would need to spend more money than they are today to effectively manage all of their secondary data and apps globally

4 Concerns about mass data fragmentation

Enterprises have major concerns about mass data fragmentation and the potential consequences of this growing problem. There are many risks and concerns for organizations if they are not able to address mass data fragmentation challenges.

Leaders are worried about compliance.

91% of organizations' leadership are concerned about the level of visibility that the IT team has into secondary data across all sites

And the worries don't stop there. Many respondents are worried about soaring costs and a failure to achieve critical service level agreements.

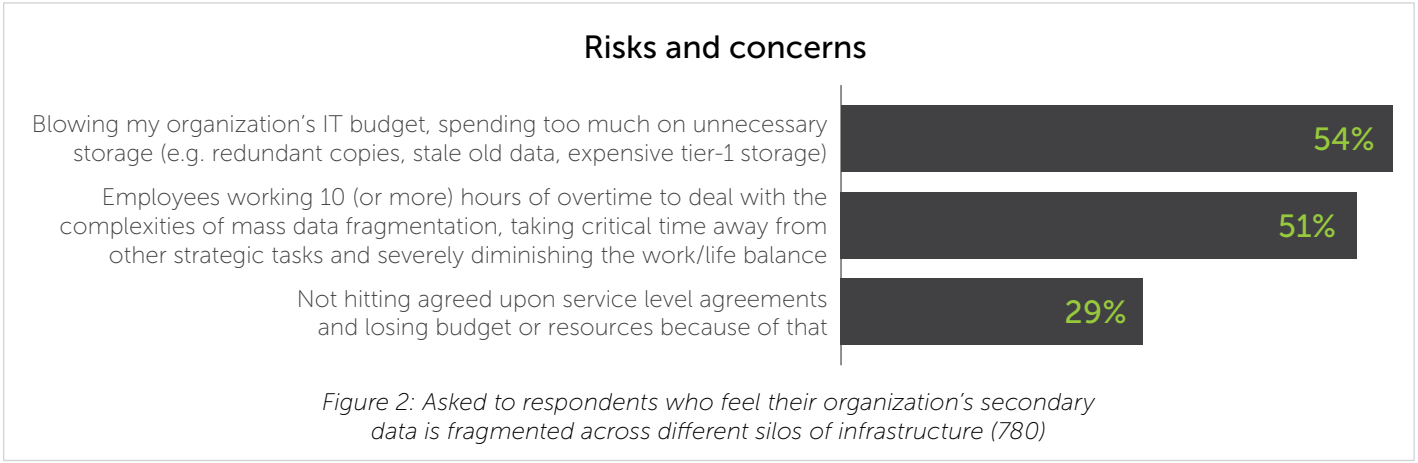


Figure 2: Asked to respondents who feel their organization's secondary data is fragmented across different silos of infrastructure (780)

The consequences of mass data fragmentation paint an even worse picture, as many respondents highlight fears around competitive threats, inferior customer experiences, job losses and diminishing promotion opportunities:

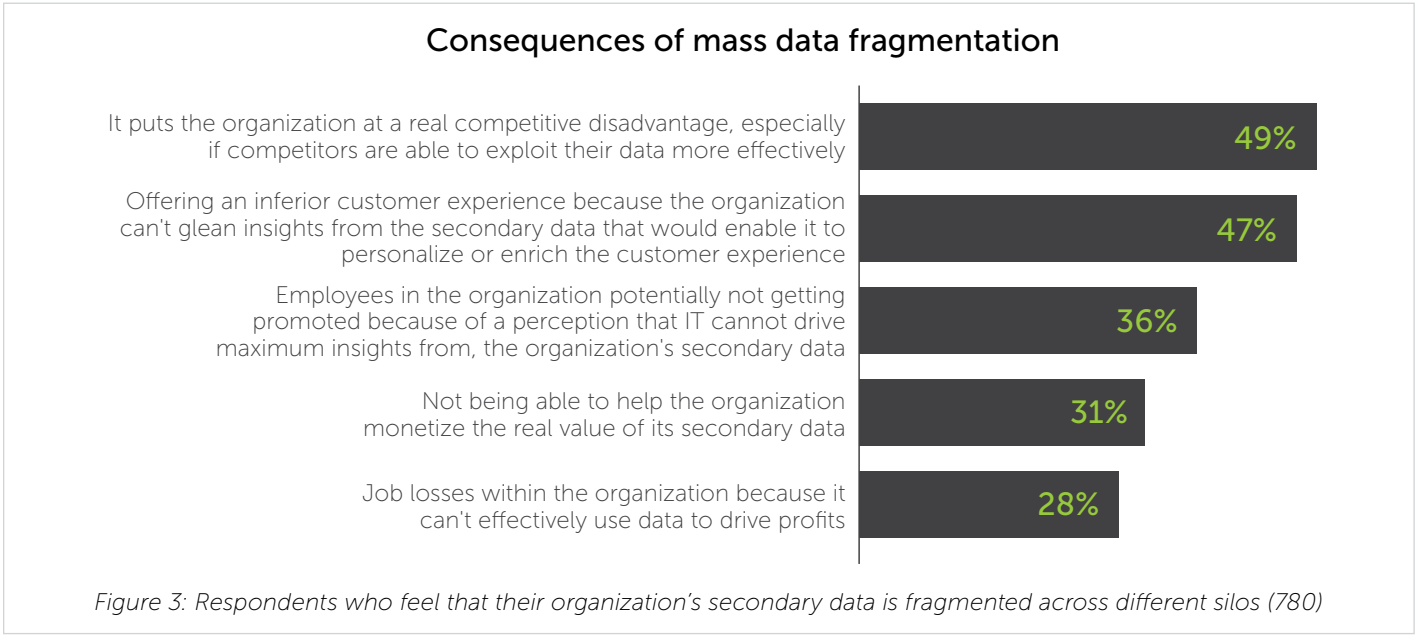


Figure 3: Respondents who feel that their organization's secondary data is fragmented across different silos (780)

5 A solution is needed now or the repercussions could be major

If IT is expected to manage all of the organization's secondary data and apps across all locations and technology isn't in place to accomplish that goal, 90% of respondents say major problems will occur in a wide array of areas.

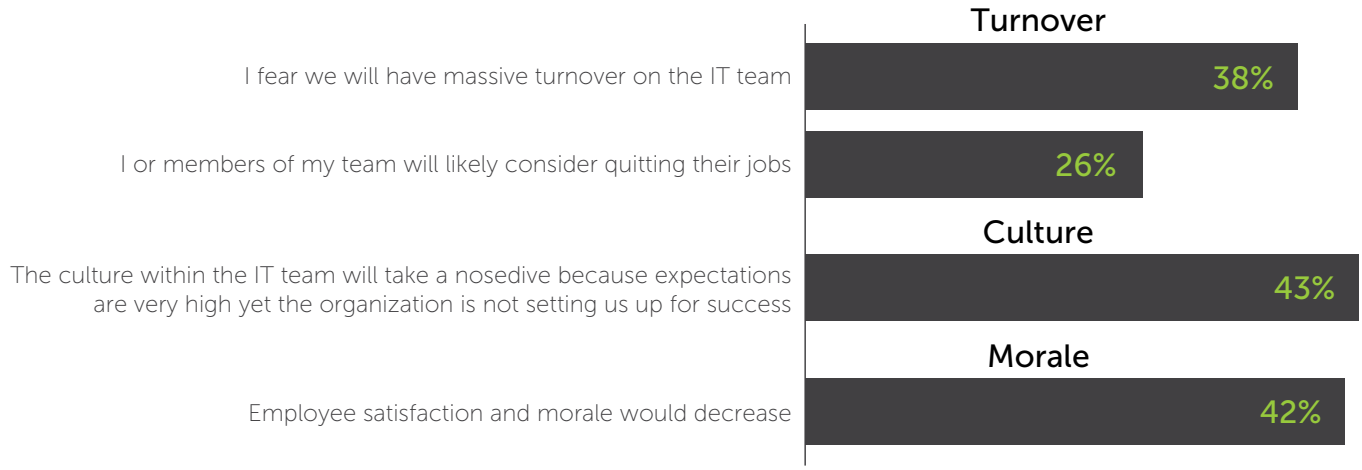


Figure 4: Asked to all respondents (900)

So, the time to solve the problem is **NOW.**

It's no surprise that respondents believe it's important to their organization to solve the challenges of mass data fragmentation.

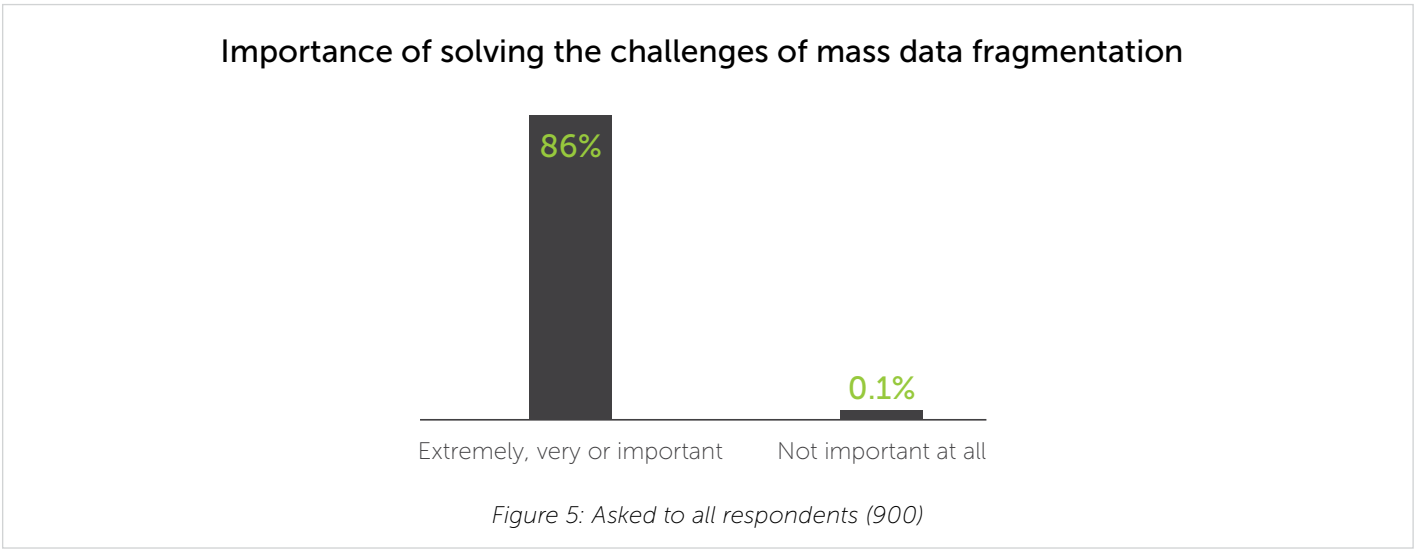


Figure 5: Asked to all respondents (900)

Nearly 9 in 10 respondents believe **solving** the challenges of **mass data fragmentation is important**

6 The many rewards of solving mass data fragmentation issues

On the bright side, if a solution is deployed that gives IT more flexibility, the rewards for the company could be significant. Solving the issue of mass data fragmentation could lead to substantial gains for the organization.

Shifting resources to maximize business impact

95% of respondents say if they could halve the amount of **money, time and manpower** spent managing the organization's secondary data across all sites, some or all of those resources could be reallocated to other business critical functions

This reallocation could also impact a company's bottom line

In fact, of those who believe the above, 91% say if half the amount of IT resources spent managing an organization's secondary data were redeployed to more business-critical IT actions, it could have a positive impact on the company's revenues over a five-year period.

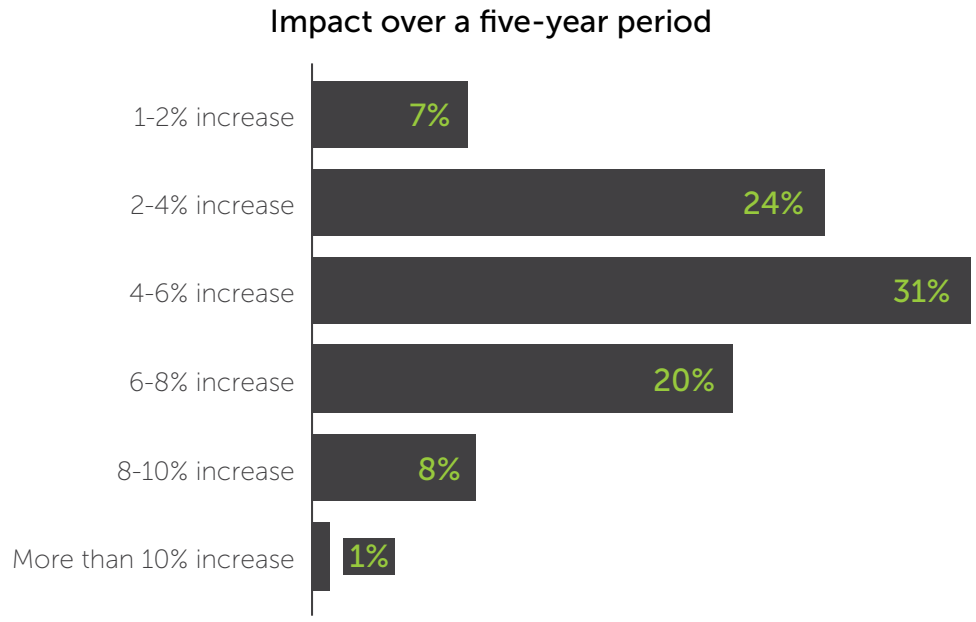


Figure 6: Based on all respondents (900)

Conclusion

While secondary data is growing at incredibly rapid rates, the real and emerging problem is mass data fragmentation.

Mass data fragmentation is caused by three different issues:

- The fragmentation across and within silos perpetuated by a jumble of point products that each only address a specific function
- The vast array of copies that are made because point products don't allow data sharing or reuse
- Data being increasingly spread across multiple locations including traditional data centers, private and public clouds

The potential consequences of mass data fragmentation are dire and can be a major inhibitor to competing in the data economy. Organizations are highly concerned about compliance risks, blowing the IT budget, not hitting critical service level agreements, offering inferior customer experiences, plummeting morale, major impacts to company culture, and massive turnover.

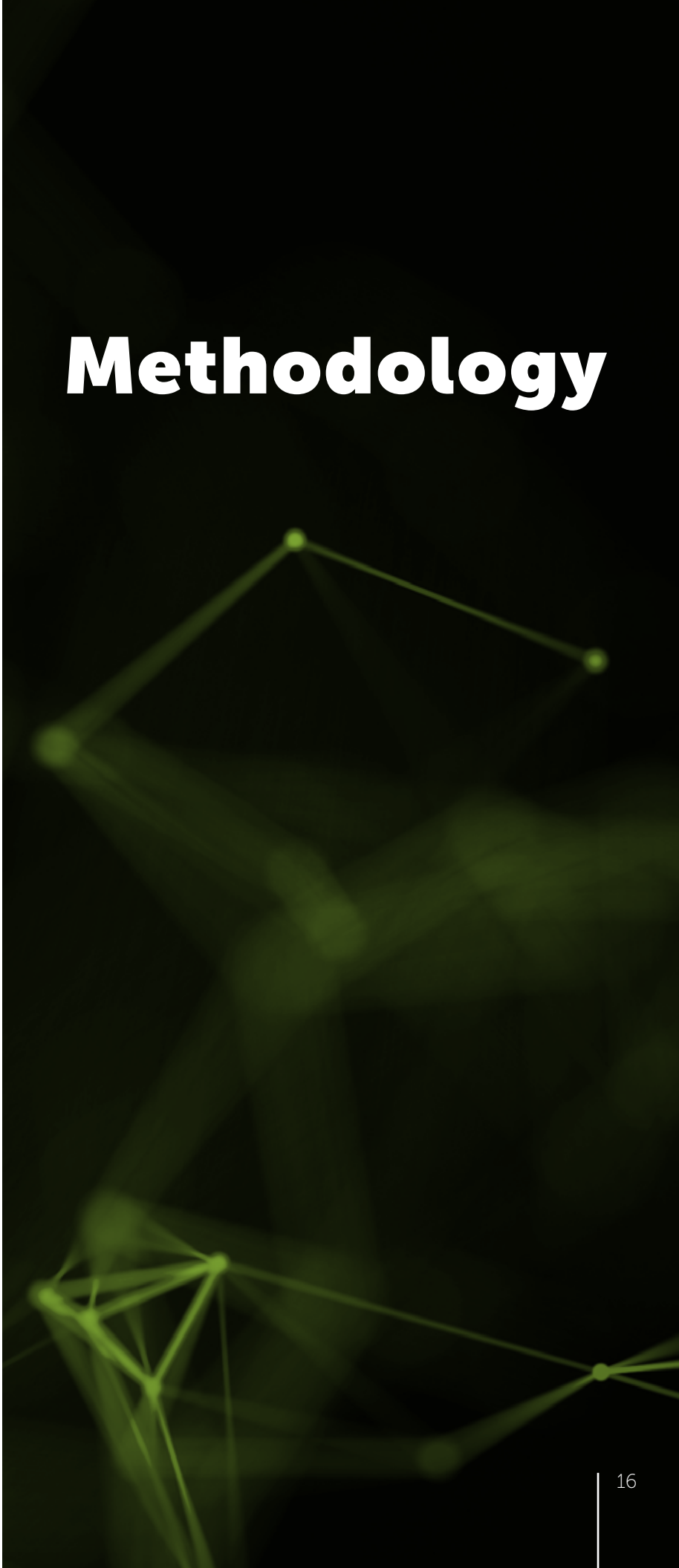
Companies that embrace solutions that can help manage mass data fragmentation will reap the rewards, including the potential to reallocate IT resources to more business-critical areas, which could cause revenues to increase by 10% or more.

Is your organization evaluating how to directly address mass data fragmentation, removing one of the biggest obstacles to digital transformation?

Methodology

Cohesity commissioned independent market research company Vanson Bourne to conduct a quantitative research study into mass data fragmentation, the impact it is having on organizations and the benefits which can be achieved by solving it.

The research was carried out in September and October 2018. 900 senior IT decision makers were interviewed, from the US (250), the UK (250), France (100), Germany (100), Australia (100) and Japan (100). Respondents were from organizations with 1,000 employees or more and were from a variety of private or public sectors with a focus on financial services, healthcare, life sciences, media and entertainment, technology and the public sector. On average, the global annual revenue of respondents' organizations is $10.5 billion. Interviews were conducted online using a rigorous multi-level screening process to ensure that only suitable candidates were given the opportunity to participate.



About Cohesity:

Cohesity makes your data work for you by consolidating secondary storage silos onto a hyperconverged, web-scale data platform that spans both private and public clouds. Enterprise customers begin by radically streamlining their backup and data protection, then converge file and object services, test/dev instances, and analytic functions to provide a global data store. Cohesity counts many Global 1000 companies and federal agencies among its rapidly growing customer base and was named to Forbes' "Next Billion-Dollar Startups 2017," LinkedIn's "Startups: The 50 Industry Disruptors You Need to Know Now," and CRN's "2017 Emerging Vendors in Storage" lists. For more information, visit our website **www.cohesity.com** and blog **https://cohesity.com/blog**, follow us on Twitter **https://twitter.com/cohesity** and LinkedIn **https://www.linkedin.com/company/3750699** and like us on Facebook **https://www.facebook.com/cohesity**

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Vanson Bourne is an independent specialist in market research for the technology sector. Their reputation for robust and credible research-based analysis, is founded upon rigorous research principles and their ability to seek the opinions of senior decision makers across technical and business functions, in all business sectors and all major markets. For more information, visit **www.vansonbourne.com**

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