

How to Stop Paying the 400% Data-Tax

Data Growth is Exploding

The amount of data we produce every day is hard to comprehend. We are generating 2.5 quintillion bytes of data each day and this pace is accelerating.¹ Over the last two years alone, 90 percent of the world's data was generated. While it's challenging to wrap your mind around these numbers, IDC estimates that by 2025, we will generate 163 Million Petabytes of data. Do you remember blue-ray discs and how innovative they were at the time because of their high density? 163 Million Petabytes is the same as 10M blue ray discs of data being stacked to the height of 4 Eiffel towers!² It's easy to understand why IT budgets just can't keep up.

To further complicate this issue, 90% of this data is unstructured and by 2025 will increase to be 95%. The challenges you face today such as running out of storage, backups taking way too long, recovery being unreliable, and escalating costs due to all of this unstructured data. You have to manage this data differently or you'll never be able to adapt new technology such as Flash.

Storage Isn't the Problem

The real problem with data growth isn't storage. Storage capacity requirements increase as data grows, but the storage costs only account for 20% of the necessary budget. Enterprises replicate and backup all data that is sitting on their NAS. This active management process of replication and backups is done to prevent loss of valuable data, but it comes at a high cost. Active management of data accounts for 80% of the true costs of data, not just the NAS storage costs.

400% Data-Tax Forever?

Every time a file is created, businesses store these files on their Network Attached Storage (NAS). As stated earlier, this creates additional copies for DR and backup. Since many companies do not have an ongoing Data Management policy, these costs continue forever. This equates to a 400% Data-Tax starting the day the file is created. This makes perfect sense when data is first created and active as it needs this high level of protection against both system and user failure.



Figure 1: Active Management is Four Times More Than Storage

The problem is that we start paying this tax when we create data, but we never stop paying it!

¹"Domo Resource - Data Never Sleeps 5.0." *DOMO*, www.domo.com/learn/data-never-sleeps-5?aid=ogsm072517_1&sf100871281=1.

²Hassani, Parina. "40 Mind-Boggling Facts about Big Data." Systweak Software, 21 Nov. 2016, blogs.systweak.com/40-mind-boggling-facts-about-big-data/.

Cold Data Has Not Changed

When data is created, the importance of the data is not known and businesses need to pay this Data-Tax. As we are all aware, this data becomes cold and rarely accessed within months of creation. In fact, over 75% of data has not been accessed in over a year., This means the continual process of replication and backup of this data that is not changing is no longer needed. A lower level of storage and resiliency can be applied on cold data at a much lower cost.

Industry	Cold Data	YoY Growth
Banking, Insurance	66%	21%
Healthcare	82%	18%
M&E	88%	20%
Genomics	45%	300%
EDA	61%	25%

* Figures aggregated from actual Komprise customer data

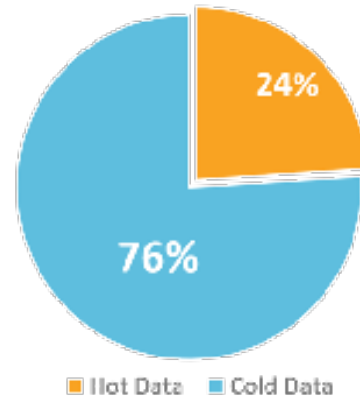


Figure 2: The amount of cold data by industry across the Komprise customer base & the rate at which data is growing.

Cut Data-Tax on Cold Data

When we retire, we expect to pay a lower tax rate than when we are actively working. The same should be true of data. Cold data does not need to be on the highest performing storage which causes these additional costs of active management. The way you manage cold data and the tax you pay should be a fraction of the cost of managing hot data.

In fact, lowering the cost of cold data helps you improve the performance of hot data. Everyone wants to ensure their end users can access their data anywhere, anytime, and quickly. 99% of end user access is happening on only 25% of the data – the hot data. Pay the 400% tax on this hot data and use the cost saving from cold data to put hot data on high performing storage like Flash.

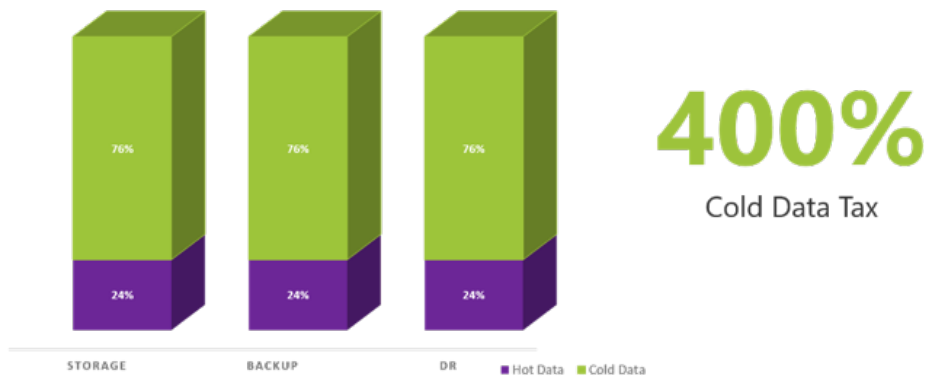


Figure 3: 76% of Data is Cold - Stop Paying the 400% Data-Tax on Cold Data

Legacy Data Management Couldn't Cut It

It is probably no surprise to you that the bulk of your data is cold. You may have tried to solve this problem in the past with limited results.

- **Disruptive:** Archiving cold data typically meant users needed to go to a new location to find the archived data. If data is moving to the cloud, it's a technology shift from files to objects which meant applications and users could not access the data as before.
- **Invasive:** Remember the statistics that 99% of your end users only access less than 25% of the data which is defined as hot data? Do you want a data management solution to touch this data and slow performance? Almost all data management solutions front end all data including this hot data. They are fronting and

controlling access to all the data or the metadata which does not make sense. This impacts hot data performance and adds an unnecessary layer of control that is a complete contradiction to intelligent data management. Stubs, agents, metadata managers not only create a control and choke point but are also complex to manage and limit scaling.

Who's Creating the Data?

End users are the ultimate customers of all IT solutions. Users want to access their data in exactly the same way. Users don't care about their data usage patterns and they keep creating more data. Users are focused on their work and not on managing their unstructured data. Data management needs to happen in the background while keeping users happy. Do you know who's creating all this data? When was it created? You need to know.... now!

Imagine if you could:

- Simply analyze data usage and growth across your storage silos
- Easily find cold data across billions of files and petabytes of data
- Transparently move cold data to low cost scale-out storage
- Have no change in user access of their data
- Keep existing data security and workflow processes
- Eliminate cold data from expensive storage, backups, and DR
- Leave hot data access untouched

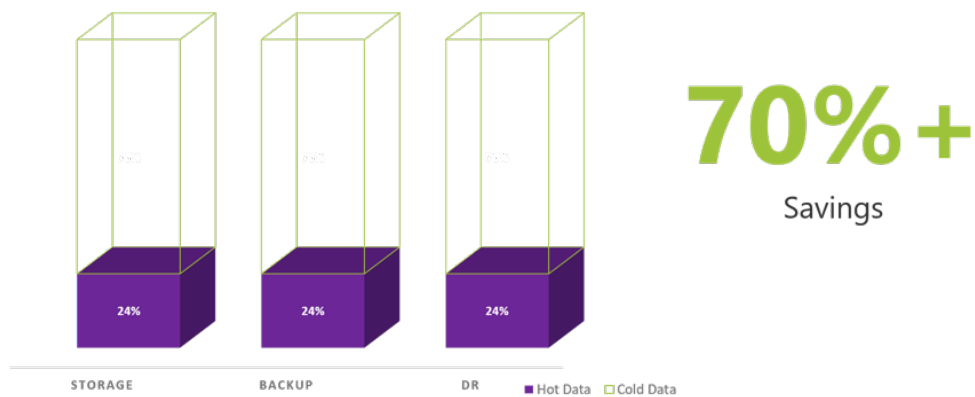


Figure 4: Find and Move Cold Data to Secondary Storage without Changing User Access.

Almost forgot..... End users are happy and your Data-Tax has been eliminated.

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