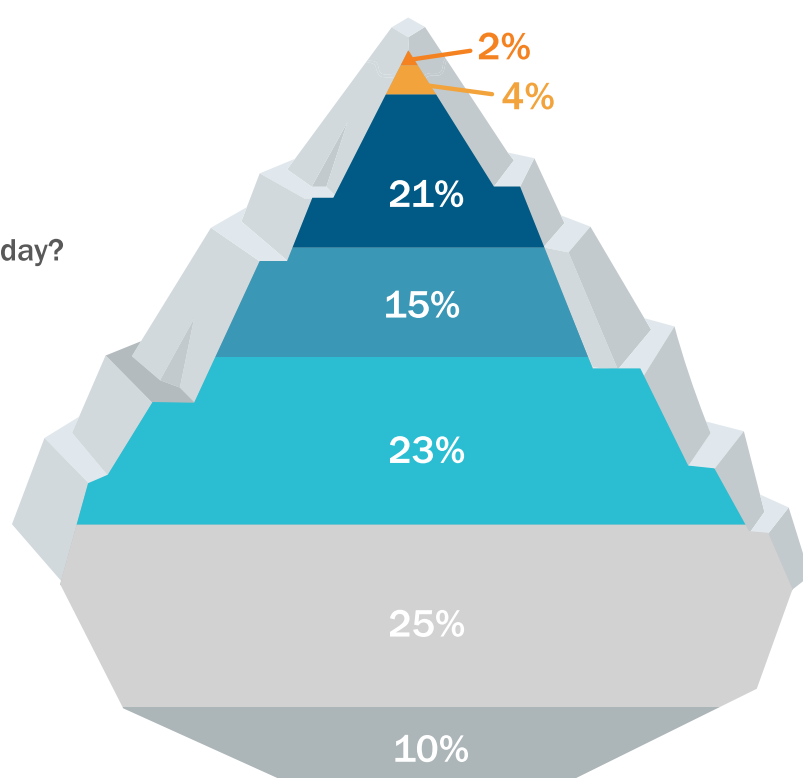# 451 Research®

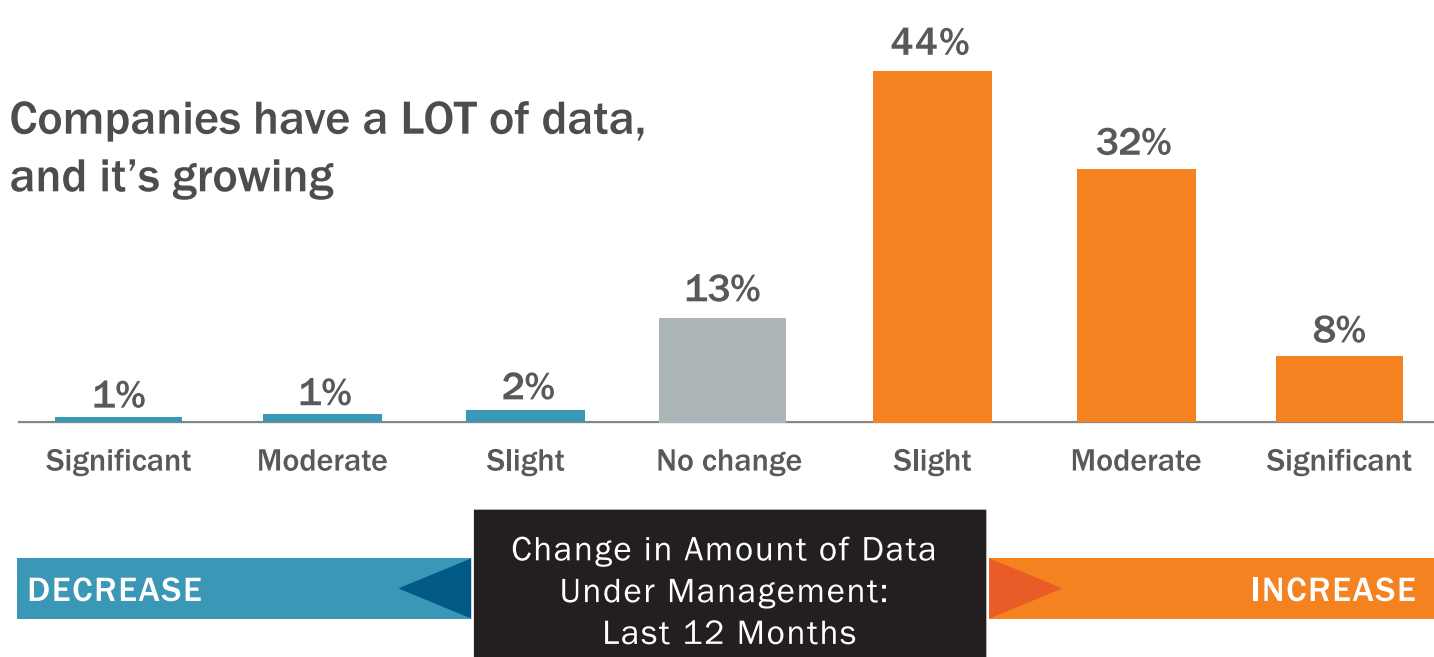# CONQUERING THE MOUNTAIN OF DATA

Companies are struggling under a mountain of data

Approximately how much data does your organization have under management today?

- 🔶 1 EB or more
- 🔶 500 PB – 1 EB
- 🔷 1 PB – 499 PB
- 🔷 500 TB – 1 PB
- 🔷 50 TB – 499 TB
- ◻️ 1 TB – 49 TB
- ◻️ Less than 1 TB

2%
4%
21%
15%
23%
25%
10%

Companies have a LOT of data, and it's growing

Significant	Moderate	Slight	No change	Slight	Moderate	Significant
1%	1%	2%	13%	44%	32%	8%

DECREASE | **INCREASE**

Change in Amount of Data Under Management: Last 12 Months

What kinds of data are companies storing?

- Misson-critical
- Business-critical
- Non-critical
- Long-term retention
- Must be deleted

Not all data is – or should be – treated equally

53% of companies say recovery time objective (RTO) for mission-critical data is **under 1 hour**

54% of companies say RTO for non-critical data is **24 hours or more**

This mountain of data creates a number of pain points for organizations today

Top storage pain points

DATA/CAPACITY GROWTH
45%

MEETING DISASTER RECOVERY REQUIREMENTS
29%

HIGH COST OF STORAGE (CAPEX)
23%

DELIVERING ADEQUATE STORAGE PERFORMANCE
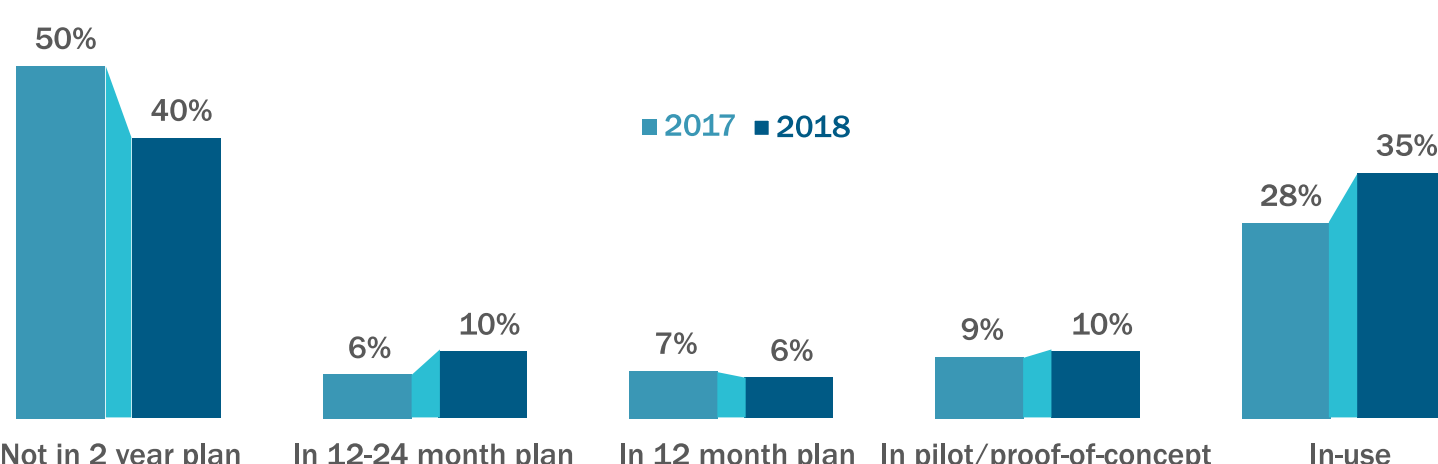**21%**

New tools are available to help with storage problems

Cloud-based storage is a great alternative to buying expensive storage because:
- Companies pay as they grow
- It's offsite, which satisfies some backup requirements
- Data is securely available globally

Cloud-based object storage can be leveraged to help lower costs further – but few organizations use it today.

Object storage: Current adoption status, year over year

■ 2017 ■ 2018

Not in 2 year plan	In 12-24 month plan	In 12 month plan	In pilot/proof-of-concept	In-use
50% / 40%	6% / 10%	7% / 6%	9% / 10%	28% / 35%

BUT – a good solution requires more than just object storage

A *GOOD* SOLUTION WOULD AUTOMATICALLY TIER DATA FOR US, ONCE IT REACHES VARIOUS MILESTONES IN ITS LIFECYCLE.

A *GREAT* SOLUTION INTELLIGENTLY COMBINES ON-PREM AND CLOUD-BASED STORAGE TO ALLOW FOR FAST RESTORES AND LOWER INGRESS AND EGRESS COSTS FOR STORING THE DATA.

veeam

Veeam Cloud Tier provides unlimited capacity for long-term data retention by using native, cost effective object storage integrations with Amazon S3, Azure Blob Storage, IBM Cloud Object Storage, S3-compatible service providers or on-premises storage offerings.

WATCH THE DEMO
https://go.veeam.com/multi-cloud-demo-cloud-data-retention