



► Five Ways to Uncover Value in Your Data

TAKE CONTROL AND GET STRATEGIC WITH YOUR DARK DATA

Your corporate data. It has a way of multiplying, increasing volumes of stored content exponentially every year. In fact, IDC estimates that the overall volume of digital bits created, replicated and consumed across the United States will hit 6.6 zettabytes by 2020 – doubling in volume about every three years. That’s a great deal of data and yet so much of it remains in the “dark.”



What is “dark data?” It’s been defined by Gartner “as the information assets organizations collect, process and store during regular business activities, but generally fail to use for other purposes (for example, analytics, business relationships and direct monetizing).”¹ In other words, it’s data that you are paying to store, protect and manage that isn’t being efficiently utilized to improve the value of your business. Even worse, it may even contain content that puts your business at risk. Commvault® has perfected methods to intelligently leverage stored content while managing it throughout its lifecycle.

Here you’ll see five ways Commvault software will help you better search, understand and govern the mountains of unstructured data – such as email – your organization retains, illuminating your “dark data” to deliver more business value.

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GARTNER INC.

Innovation Insight: File Analysis Innovation Delivers an Understanding of Unstructured Dark Data, Alan Dayley, March 2013

▶ ONE: CONTROL STORAGE GROWTH

The first step to controlling “dark data” is to manage its sheer volume. In fact, according to research by the Compliance, Governance and Oversight Counsel, 69% of a company’s stored data has absolutely no value to the organization.² So why keep it?

Using legacy data protection methods that could do nothing but keep everything, there wasn’t any other option. However, with Commvault software you can benefit from the use of content-based retention policies that will empower you to keep only data that is important to the business. Using user-defined policies such as file name, type, user/group, keyword, Exchange classifications, tagging, etc...your archive has the intelligence to keep only content with business value and can reduce retention costs by up to 70 percent.

▶ TWO: CAPTURE DATA HOLISTICALLY - FROM THE EDGE TO THE CLOUD

The next key to unveiling dark data is to be sure you are comprehensive in your archive strategy. Data produced on edge and mobile devices can contain content of exceptional value, just as much as information stored in virtualized servers, a corporate cloud and everything in between. To assure that your data intelligence efforts are successful, be sure that you are collecting data everywhere it’s being created.

1 Gartner Inc. Innovation Insight: File Analysis Innovation Delivers an Understanding of Unstructured Dark Data, Alan Dayley, March 2013

2 Compliance, Governance and Oversight Counsel (2013)

With Commvault software that data is retained in the Simpana ContentStore, a back-end repository that will enable you to align policy-driven rules with deep retention that further reduces cost, footprint, risk and administrative overhead. By comprehensively storing all corporate data in the ContentStore, data is managed using a single, deduplicated index across all enterprise data facilitating better control of applications, processes and data workflow while delivering information at your fingertips for better productivity, improved collaboration and smarter decision making.

▶ **THREE: DELIVER SELF SERVICE ACCESS**

Workers across your organization find value in different types of data. Sales may need pricing trend information by quarter, while operations may need data on facility usage, and HR may need details on workplace satisfaction. All of that data resides in your archived information, but it isn't useful unless it can be searched and found. Instead of setting up a costly data mining and analytics department inside your IT organization, wouldn't it be easier to give users self-service to search and access the data they need themselves? After all, aren't they the best ones to know what data they need most?

Commvault software gives your users the information they need right at their fingertips, without calling the helpdesk. They can quickly discover, access and analyze information, pulling it directly from the comprehensive Simpana ContentStore. This maximizes workforce productivity with transformational business insight into stored data.

▶ **FOUR: AUTOMATE THE DATA LIFECYCLE**

With so much data growth and volumes upon volumes of stored content that is not valuable to the business, consideration must be given to assess the full data lifecycle from creation through to disposition. In fact, establishing set governance policies for defensible content deletion can be a significant key in the reduction of "dark data."

Commvault software uses automated policies to classify, organize, retain and delete information so that you can streamline the entire information management lifecycle. This not only helps you to automate records retention but to also manage your data more strategically for improved compliance and litigation readiness.

Gartner: Turning Dark Data into Smart Dataⁱ

This Gartner research focuses on the challenges organizations are facing today and provides best practices for how companies can address their unstructured data challenges.

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▶ FIVE: ASSURE COMPLIANCE AND DISCOVERY

Compliance audits and litigation are two events no company wants to face, yet being realistic, every company knows they need to prepare for. Compliance regulations touch every industry and every company understands the risk of the legal actions that can be taken against them. The best way to minimize the cost of these acts is to be proactive with comprehensive search and eDiscovery capabilities.

Commvault software was designed from the ground up to reduce costs and risks with enterprise-wide search and the efficient discovery of all Electronically Stored Information (ESI). It performs this via a single console and virtual ContentStore repository assuring that discovered information is simple and defensible. To make it even easier for legal and compliance teams, Commvault software enables the execution and central management of legal holds, grouping legal hold and review capabilities for devices, laptops, emails and files by case in its Case Manager feature.

Simply archiving data won't deliver the intelligence you need to transform your business. To truly illuminate "dark data" you need an archive with intelligence. It's that intelligence that will manage storage growth, capture data comprehensively and provide users with simple self-service access, all while managing it throughout its lifecycle for lower compliance and litigation risk and cost. Don't keep your company in the "dark data ages," consider Commvault software for your intelligent archive and illuminate the true value of your corporate data.

▶ RESOURCES

i commvault.com/resource-library/5445a0fa3fab55441d000df2/gartner-co-branded-newsletter-turning-dark-data-into-smart-data.pdf

▶ Learn how to take the dark out of your data with Commvault by visiting commvault.com/darkdata.

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