RETHINK DATA

Put More of Your Business Data to Work—From Edge to Cloud

SEAGATE

A new Seagate report identifies a solution to today's data management dilemmas: DataOps—the discipline of connecting data creators with data consumers.

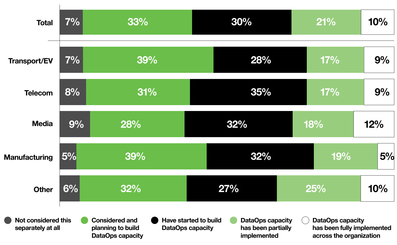
1 Putting Data to Work

Over the next two years, enterprise data is projected to increase at a 42.2% annual growth rate. The proliferation of data is driven by the increased use of analytics, IoT devices, and cloud migration. All this data is a potential goldmine.

But, according to Seagate's *Rethink Data* report, only 32% of data available to enterprises today is put to work. The remaining 68% goes unleveraged.

2 The Need for DataOps

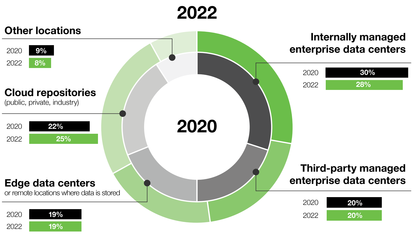
DataOps looms as the missing link of data management. Only 10% of organizations report having implemented DataOps fully. A great majority of survey respondents indicate that they need to implement DataOps.



3 Top Five Barriers to Putting Data to Work

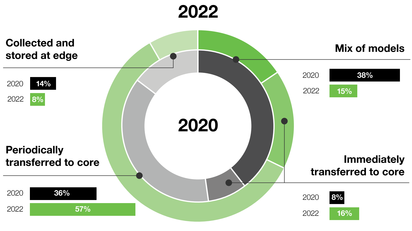
4 Data Sprawl

Expansion of data across multiple locations, from cloud to edge, is giving rise to data sprawl.



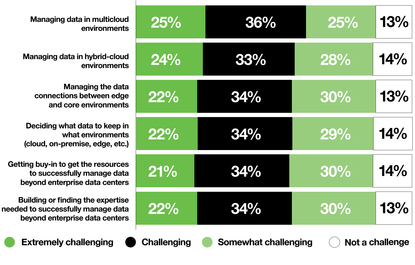
5 Data in Motion

Enterprises have to be ready to manage a lot more data in motion.



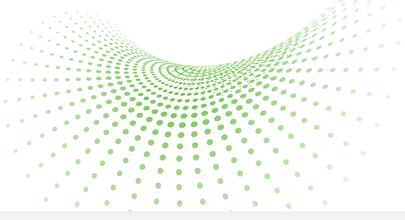
6 The Multicloud Ecosystem

Managing data in multicloud and hybrid cloud environments is the top data management challenge expected by enterprises in the next two years.



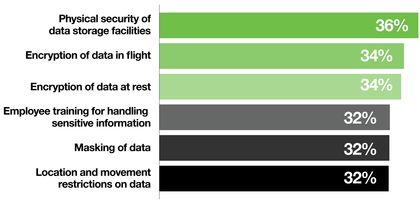
7 Vibrant Data Lakes

Data is a valuable, intangible asset that is not represented on the balance sheet. Companies want to have vibrant data lakes where fresh data is taken in from a variety of sources and analyzed together to render useful insights. No company wants their data lake to turn into a data swamp.



8 Data Security: A Key Element of Data Management

Two-thirds of survey respondents report their data security is insufficient, making security an essential element of any discussion of efficient data management.



The source for all the findings listed on this page is The Seagate *Rethink Data* Survey, with research by IDC, 2020.

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