



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.

Total	7%	33%	30%	21%	10%
Transport/EV	7%	39%	28%	17%	9%
Telecom	8%	31%	35%	17%	9%
Media	9%	28%	32%	18%	12%
Manufacturing	5%	39%	32%	19%	5%
Other	6%	32%	27%	25%	10%

●

Not considered this separately at all

●

Considered and planning to build DataOps capacity

●

Have started to build DataOps capacity

●

DataOps capacity has been partially implemented

○

DataOps capacity has been fully implemented across the organization

3

Top Five Barriers to Putting Data to Work

39%	Making collected data usable
37%	Managing the storage of collected data
36%	Ensuring that needed data is collected
35%	Ensuring the security of collected data
30%	Making the different silos of collected data available

4

Data Sprawl

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

2022

Other locations

2020 9%

2022 8%

2022

Cloud repositories (public, private, industry)

2020 22%

2022 23%

2022

Edge data centers or remote locations where data is stored

2020 19%

2022 19%

2022

Internally managed enterprise data centers

2020 30%

2022 28%

2022

Third-party managed enterprise data centers

2020 20%

2022 20%

2020

5

Data in Motion

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

2022

Collected and stored at edge

2020 14%

2022 8%

2022

Periodically transferred to core

2020 36%

2022 57%

2022

Mix of models

2020 38%

2022 15%

2022

Immediately transferred to core

2020 8%

2022 16%

2020

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.

Managing data in multicloud environments	25%	36%	25%	13%
Managing data in hybrid-cloud environments	24%	33%	28%	14%
Managing the data connections between edge and core environments	22%	34%	30%	13%
Deciding what data to keep in what environments (cloud, on-premise, edge, etc.)	22%	34%	29%	14%
Getting buy-in to get the resources to successfully manage data beyond enterprise data centers	21%	34%	30%	14%
Building or finding the expertise needed to successfully manage data beyond enterprise data centers	22%	34%	30%	13%

●

Extremely challenging

●

Challenging

●

Somewhat challenging

○

Not a challenge

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.

Physical security of data storage facilities	36%
Encryption of data in flight	34%
Encryption of data at rest	34%
Employee training for handling sensitive information	32%
Masking of data	32%
Location and movement restrictions on data	32%

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