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INSIGHTS



BIG DATA FORCES BIG DECISIONS!

How to Tame Your Data Management Beast!

Data is growing at an exponential pace! According to EMC and other industry sources, the global datasphere is doubling every couple of years. Back in 2020, the world had around 44 zettabytes (ZB) of data, and by the end of 2025, that number is expected to soar to 180 ZB. For context, one zettabyte is 1,000,000,000,000,000,000 bytes (10^{21} bytes)!

Put another way, in 2013, a stack of tablets containing all the world's data would have stretched about 160,000 miles, roughly two thirds of the way to the Moon. By 2020, that same stack would have made the trip to the Moon and back 6.6 times, totaling around 1.6 million miles. Fast forward to the end of 2025, and the stack would stretch a mind boggling 6.4 million miles, enough for 26 round trips to the Moon.

How will you get a handle on your data management beast? Will you tackle it head-on, or just keep kicking the can down the road like you do with those unfinished projects?

Designing and implementing an enterprise data management strategy, also referred to as Information Lifecycle Management (ILM), is a tricky challenge. In many companies, this challenge is often not given the priority it deserves. Excess and ill-managed data cost you time and money. Think about this the next time you perform a client copy or worst; you can't perform the client copy because it takes too long.

In the past, archiving was the answer. In some cases, archiving is still in your data management tool belt, but most likely, it is only one of many strategies and approaches to managing data.



One question many companies can't answer is, **"What is the value of my data?"**

Here are some quick facts:

- Only about 15% of data is actually valuable or actively used.
- Nearly one third of data is temporary data – think log files, caches, and session info.
- Storing data in memory can cost close to one million dollars over three years, depending on scale and setup.

Three simple steps that can help you assess and manage the value of your enterprise data are:

- Update your enterprise application inventory list.
- Forecast your data growth.
- Synchronize your plans with your applications Roadmap – especially HANA.

1 Update your enterprise application inventory list:

A portfolio of applications should already exist. Assess how each application fits into your Data Management strategy. This is usually quickly assessed based on owners, users, usage, and how digital business processes are impacting this application.

The outcome of this assessment becomes an input to your data management policies. You may be surprised by the overlap of applications and the hidden costs of redundant

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data that exists and becomes a quiet cost-driver – excess and redundant data does cost you time and money.

2 Forecast your data growth:

For your Enterprise Applications, forecast your data growth and consider how digital processes will affect your existing legacy systems. Adjust your forecasts for modern technologies such as IoT, Analytics, In-memory platforms, and the related impact on the stack.

3 Synchronize your plans with your applications Roadmap – especially HANA:

How often do you hear the phrase, “I will buy more storage!”? Do you buy a new house with a bigger garage when your current one is full of junk and clutter? No, you clean it out and get rid of the stuff you don’t need – the things that take up space but add no real value.

So why would you only continue to buy more storage as your data volume grows? You still need to do some housekeeping – archive what’s needed and clear out the digital clutter, like those items taking up space. Without that cleanup, designing and implementing a more complex enterprise data strategy becomes slower, more expensive, and harder to manage.

If HANA is part of your Roadmap, and it should be, it is important to put a strategy and plan in place to rationalize your data. You pay a premium for in-memory storage and carrying excess data increases your investment and lowers your ROI – more data, higher cost, less value, lower ROI.

Check the facts from above; you use only 15% of your data. Putting a Data Management Strategy in place, with data tiering and regular housekeeping, can help your business run more efficiently and cost-effectively.

Ask your hosting or cloud partner how they manage this for you. Chances are, they’ll either follow your lead or apply their standard approach. **But let’s be honest – who knows your data better than you?**



Training the beast:

Big Data does create cost, performance, and management issues for you. At a minimum, implement an archiving strategy and execute it. If you do not have an archiving or Data Management Strategy in place or need an experienced team to review your strategy, let Titan Consulting be a trusted partner for you! Contact your Titan Consulting Director, or visit our website at titanconsulting.net for more information.