Neuralytix shows that in almost every case, Information Governance initiatives generally can completely pay for themselves in the first year of deployment.

When is your storage problem not a storage problem?

Analysis

Information growth has been an increasing problem for the last 30 years. Continually, data has grown at over 50% year-over-year for the last 30 years. The only difference today, is that organizations are keeping more of that data for a multitude of reasons, including compliance, competitive differentiation, or simply because they can!

For most organizations, the "storage problem" seems straightforward. On the surface, it must be a capacity issue, so simply invest in more storage. However, throwing hardware at the issue only increases the problem, and rarely gets to the root cause.

Why is our storage problem not a storage problem?

The reason why the storage problem is not a storage problem is simple. Capacity is only a very small portion of the *actual* problem. Consider this analogy. You are a dairy farmer, and you want to increase the milk production from your farm. So, you view it as a capacity issue. You attempt to solve it by buying more cows. But what about the questions of do you have enough land, workers, vats, feed, etc.? So the problem is not just about more capacity; it is much more involved than capacity.

So what is the problem?

The problem is not even a storage one. Storage is merely the physical container for data. The issue is an information

management problem. More capacity just means you can store more data. But if that data is spread out all over the place, and lacks any context, that data is useless.

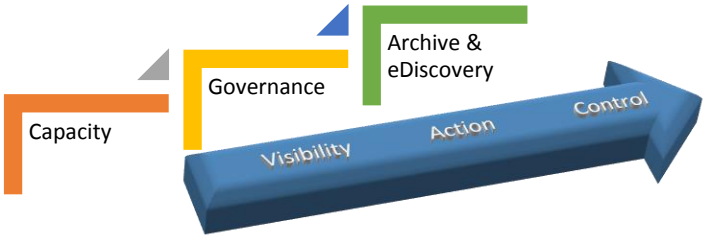

Figure 1: Information Maturity Continuum (Neuralytix, Inc. 2014)

Figure 1 shows the *Information Maturity Continuum*. Some organizations are still solving the capacity issues. But for most organizations, they are already at the governance level.

How does an organization know whether they have matured past the capacity step? It is the simple realization that there is too much data and IT has lost understanding of any combination of who owns the data, what data exists, why is it stored, and where is it being stored.

In this stage, the organization needs to have better visibility into their information in order to make actionable decisions and determine what to keep, protect, and/or defensibly delete.

Once this visibility is established, responsibility can be assigned within the organization. This creates data stewards who own and maintain certain data archives within the organization, and have the ability to quickly search and retrieve required information as needed, thereby reducing the use of time and money.

The Solution: Information Governance

An organization's Information Governance strategy needs to be comprehensive, and the underlying technology should be easy to deploy and manage. Best-practice Information Governance solutions typically bring together an integrated portfolio of tools that allow organizations to gain visibility, take action, and assume control.

For most organizations, particularly those starting on this journey, there are six basic steps that are common to an Information Governance strategy:

- **Classify data** – know what *type* of data you have;
- **Apply common policies** – to all data, so there is consistency;
- Provide **hold-in-place** for eDiscovery;
- Identify **custodians** for data;
- **Archive** files for future use and for eDiscovery; and
- Provide an effective **eDiscovery platform**

Overall, it is critical to remember that adoption is dependent on the ease of deployment and ease of management of the technology; otherwise, users will actively avoid embracing Information Governance (IG).

We're too small for all of this

While large enterprises have been first to pick up on the benefits of IG, organizations of all sizes can also benefit from IG. Neuralytix research has observed small and medium businesses (SMBs) of all sizes using IG in their everyday processes.

In one case, a regional energy company with only several hundred terabytes (TBs) of data used IG technologies to properly bill shared resources appropriately to the line of businesses and reduce stale data. Given the relatively small environment, savings of even a few TBs represent a large percentage in overall storage spending.

Even the largest enterprise, such as a large US home improvement retailer, with only 115GB in a specific use case, was able to realize over $400,000 in savings (representing over 90% reduction in costs) using an IG solution.

Introducing the Symantec Information Governance Suite

Successful Information Governance strategies require the appropriate deployment of people, process, and technology. The Symantec Information Governance Suite arms organizations with a best-in-class technology portfolio that easily maps to critical business processes and allows information stewards to make value-based information decisions.

Symantec wields an unmatched set of integrated solutions along the information governance lifecycle that provide real-time insight into an organization's information footprint and provide intelligence about what information to protect and what information to delete. Through Symantec's portfolio of file classification and analysis tools, enterprise information archiving solutions, and eDiscovery offerings, organizations can manage a streamlined approach for limiting their information-based risk exposure.

The Symantec Information Governance Suite enables organizations to gain visibility, take action, and assume control, so they are no longer at the mercy of the exponential data curve.

Guidance

IG is not just for large companies. Neuralytix research shows, time and time again, that companies of all sizes need to engage in IG sooner rather than later.

While most organization see IG as a cost, in almost every case, IG can actually save organizations money. Neuralytix also shows that in almost every case, IG generally can completely pay for itself in the first year of deployment.

As users move up the *Information Maturity Continuum*, once they reach the "control" stage, organizations can

- Take further proactive action;
- Put their data to work;
- Use the knowledge they have gained through the visibility of their data;
- Leverage their internal data through Big Data to derive competitive advantage; and
- Leverage other value-adding processes.

Conclusion

Neuralytix advises all organizations to invest in IG technologies within the next 24 months. Those organizations that fail to do so will likely find themselves overinvesting in unnecessary storage

capacity. These same organizations are likely to become uncompetitive in their respective markets.

At the same time, those that invest in IG technologies will be able to gain deep knowledge into the data that the organizations already own.

Neuralytix research shows that many organizations use less than 10% of the data that resides within their organizations. Through IG, and proper data management, organizations can rely (read: spend) less on external resources, gain better understanding, improve business value, and ultimately be more competitive.