

# 3 THINGS TO KNOW BEFORE MOVING YOUR DATA TO THE CLOUD

A common starting place for many enterprises looking to transition to the cloud is moving on-premises secondary data to cloud storage. At a fraction of a cent per gigabyte, the economics make sense — who wouldn't want to take advantage of dramatically reduced storage costs?

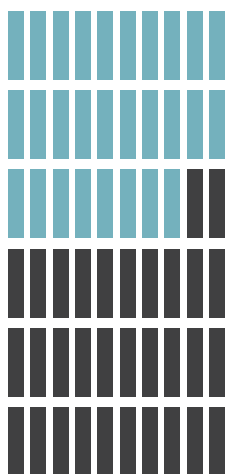
But the decision to send petabytes of data to the cloud shouldn't be taken lightly. At Veritas, we know that sound cloud data management begins with establishing global data visibility. Once you understand and visualize your data you can:

- **CLASSIFY IT.**
- **MOVE IT.**
- **IDENTIFY DATA ANOMALIES.**

Below are key tips to help make sure your transition to the cloud maximizes cost savings, while mitigating data risks.

## KNOW WHAT DATA YOU HAVE

**52% of data in the average enterprise is DARK<sup>1</sup>**



- You have no idea what is in this dark data bucket: whether it's priceless or useless, should be kept or expunged, whether it's implicating or exonerating.
- What you do know is that it costs you money. According to Gartner, it costs roughly **\$5M to store and manage 1PB** of enterprise data.<sup>2</sup>
- Sending dark data to the cloud wastes resources and potentially increases risk exposure.

### 1. Visualize your data, then classify it.

- The average PB of enterprise data is made up of 2.3 billion files.<sup>3</sup>
  - This includes financial statements as well as entire seasons of “24.”
- 41% of this dark data is “stale” – unmodified in 3 years and of questionable value<sup>4</sup>
- 15% is “ancient,” meaning it has not been modified in 7 years<sup>5</sup>
- Understand your data composition (what it consists of and how old it is) and classify it accordingly. Send only what should be sent to the cloud (i.e. non-PII data, IP data, or highly-regulated data).

## KNOW WHERE YOUR DATA IS



**The GDPR is real**

- Looming **regulations that can lead to fines of up to 4% of annual turnover** for noncompliance have enterprises scrambling.
- Given that **33% of data in the average global enterprise is duplicated data**, chances are high that PII on EU citizens exists outside of EU borders (GDPR non-compliance 101).<sup>6</sup>
- Why exacerbate that by blindly putting data in the cloud where it's further replicated across geographies making it next to impossible to ensure GDPR compliance?

### 2. Visualize your data, then move it.

- Knowing what data you have and where that data exists can help ensure you're prepared tactically to face the GDPR, which takes effect in May 2018.
- It also helps you be more strategic with data management.
  - Institute information governance policies that help ensure compliance to GDPR and other regulations.

## KNOW WHO IS ACCESSING YOUR DATA



- **33% of Fortune 100 organizations will face an information crisis in the next 12 months.**<sup>7</sup>
- According to the FBI, ransomware is on pace to be a \$1B source of income for cyber criminals in 2016.<sup>8</sup>
- CNN reports \$209M was paid to ransomware criminals in Q1 of 2016 alone.<sup>9</sup>
- Relatively new, Ransomware-as-a-Service (RaaS) is when malicious insiders act as distributors of ransomware, in exchange for a cut.

3.

### Visualize your data, then identify anomalies.

- Data visibility gives you the ability to analyze the user activity around the data.
- On average, enterprise users access less than 10 files per day. Using that baseline, identify outliers and anomalies to get one step closer to predicting risk.
- Understand how your data is being used and what the patterns of behavior are in order to aid the ongoing defense against cyber attacks like ransomware.

Global Data Visibility is critical no matter what mix of infrastructure (on-prem, cloud, virtual, physical) you employ. This capability is even more critical when you consider that cloud trends point to a world of more heterogeneity than less going forward. Already today, 74% of organizations manage data across multiple public IaaS platforms (AWS, Azure, Google, etc.) and the average enterprise has more than 900 different cloud-hosted applications serving different functions. The disparity and almost infinite locations where your data is stored further warrants the need for visibility across it all.

Veritas is a leader in Enterprise Data Management.

Learn more about global data visibility here:

<https://www.veritas.com/product/backup-and-recovery/netbackup/global-data-visibility>

Access Information Map trial here: [www.veritas.com/lightupdarkdata](http://www.veritas.com/lightupdarkdata)

## ABOUT VERITAS TECHNOLOGIES LLC

Veritas Technologies LLC enables organizations to harness the power of their information, with solutions designed to serve the world's largest and most complex heterogeneous environments. Veritas works with 86 percent of Fortune 500 companies today, improving data availability and revealing insights to drive competitive advantage.

### Sources:

<sup>1</sup> [https://www.veritas.com/content/dam/Veritas/docs/reports/veritas-strike-global-report\\_a4-sdc2.pdf](https://www.veritas.com/content/dam/Veritas/docs/reports/veritas-strike-global-report_a4-sdc2.pdf)

<sup>2</sup> Gartner IT Key Metrics Data 2012 Report

<sup>3</sup> <http://datagenomicsproject.org/data-genomics-report-2016.html>

<sup>4</sup> <http://datagenomicsproject.org/data-genomics-report-2016.html>

<sup>5</sup> <http://datagenomicsproject.org/data-genomics-report-2016.html>

<sup>6</sup> [https://www.veritas.com/content/dam/Veritas/docs/reports/veritas-strike-global-report\\_a4-sdc2.pdf](https://www.veritas.com/content/dam/Veritas/docs/reports/veritas-strike-global-report_a4-sdc2.pdf)

<sup>7</sup> <http://www.gartner.com/newsroom/id/2672515>

<sup>8</sup> [http://money.cnn.com/2016/04/15/technology/ransomware-cyber-security/index.html?section=money\\_technology](http://money.cnn.com/2016/04/15/technology/ransomware-cyber-security/index.html?section=money_technology)

<sup>9</sup> [http://money.cnn.com/2016/04/15/technology/ransomware-cyber-security/index.html?section=money\\_technology](http://money.cnn.com/2016/04/15/technology/ransomware-cyber-security/index.html?section=money_technology)

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