

oysterims*

Data Protection * Information Governance * Information Security

Data Discovery Insights 2021



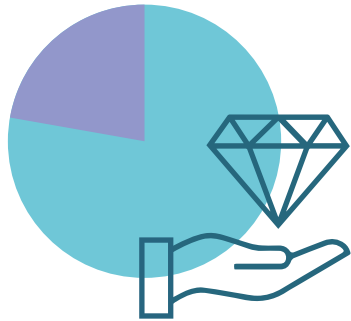
Objectives

- * To **understand** how senior IT professionals view the changing landscape of data storage, usage and protection
- * To **determine** the way organisations manage, value and apply their information
- * To **measure** the implications of data growth and variety, across structured and unstructured data
- * To **examine** the strategies being used to improve data management
- * To **assess** the impacts of current events on information management

About the survey

- * Over 100 senior IT professionals participated, mainly representing large organisations, across all sectors
- * Independent survey by Absolute Market Research in February 2021
- * Respondents were emailed invitations and responded anonymously

- * **Understanding** of the volume and usage of data is variable and rarely complete. Only a small proportion of senior individuals committed to knowing exactly where all their data was stored and how it was used
- * **Growth** in all data types is expected to continue over the next two years
- * **Spending** on data management is expected to continue to rise
- * **Risk** is increasing, driven by growing data volume
- * **Highest risk** is in the areas of privacy, data protection and managing sensitive data
- * **Most organisations** have started initiatives in the last year to understand, reduce or improve their use of data. Success rates have been variable
- * **Brexit and COVID-19** present real challenges and are expected to have an impact on data strategies. Greatest concerns are for governance, administration, risk and compliance



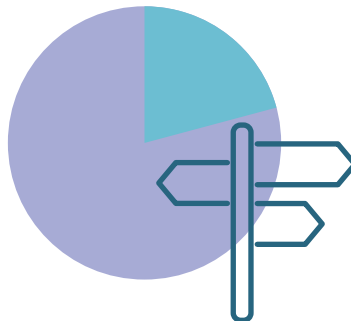
78%

78% stated that **data is valued** and considered a key business asset



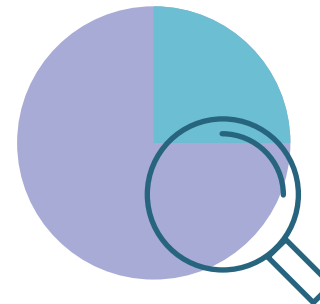
10%

Only 10% were fully confident that they **knew how much unstructured data their company held**



21%

Only 21% were confident that they **knew the location and purpose for all data** their company held



26%

Only a quarter of respondents could confirm that they **knew exactly where all their company's data is stored**

Changes in data



Spend on data storage and management has **increased sharply** in the last two years, consuming **over half of the IT budget** for 34% of organisations, compared to just 10% in 2019



4 in 5 businesses expect **further data volume growth** over the next two years, with 23% expecting unstructured data to double, and 31% expecting the same from structured data



Most respondents report that **volume levels are increasing** or increasing significantly for almost all **data** types



The data types with greatest increases in volume are:
Images, videos and recordings **74%**
Backup and archive **66%**
Email and messaging **65%**
Documents **60%**



The **highest level of risk** relate to **documents** (42%) and **emails** (35%)



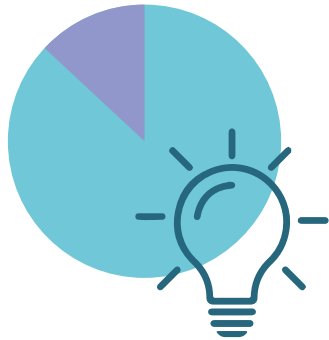
Overall, 80% believe that **increasing data volume** will **drive greater security risks**



Across all data types, the **greatest risk areas** are identified as **privacy and data protection** (58%) and **control of sensitive data** (59%)

Unstructured data is considered the **bigger risk**; half of respondents believing that it will generate a lot more risk





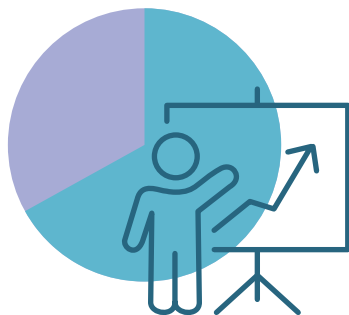
87%

87% stated that their organisation had started some form of **initiative linked to data** within the last year



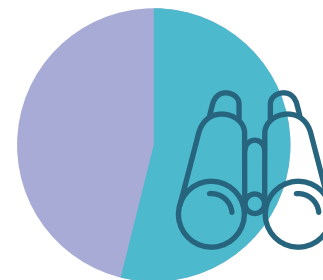
41%

41% were aiming to **reduce data volumes**



67%

67% wanted to **understand** the volume of data they held



54%

54% intended to **use their data in new ways**

Results are not great:



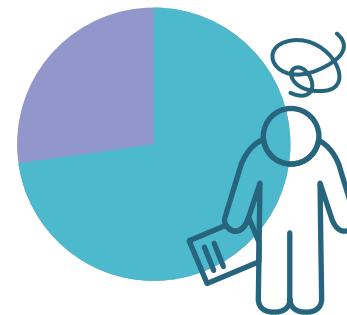
43%

Almost half of all data reduction initiatives **failed**

“Tools are not helping to reduce and staff not willing to accommodate.”

“People are still used to their old ways of working and that can be a hindrance.”

“While we are erasing irrelevant records, the volume of new data outstrips.”



73%

Approximately three quarters of organisations were **unsuccessful** in using their data in new ways

“It's hard to change people's ways.”

“We tried to use a new data management platform, but were not successful. We have gone back to the drawing board.”

“Managing unstructured data is hard.”

40%



25%

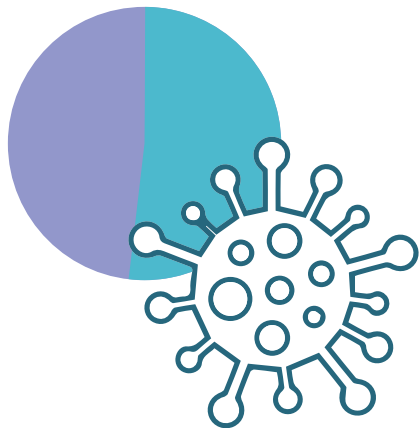
Only 40% of organisations have an individual with ultimate responsibility for **structured data** ...



... and this drops to 25% for **unstructured data**



Impact of COVID-19



53%

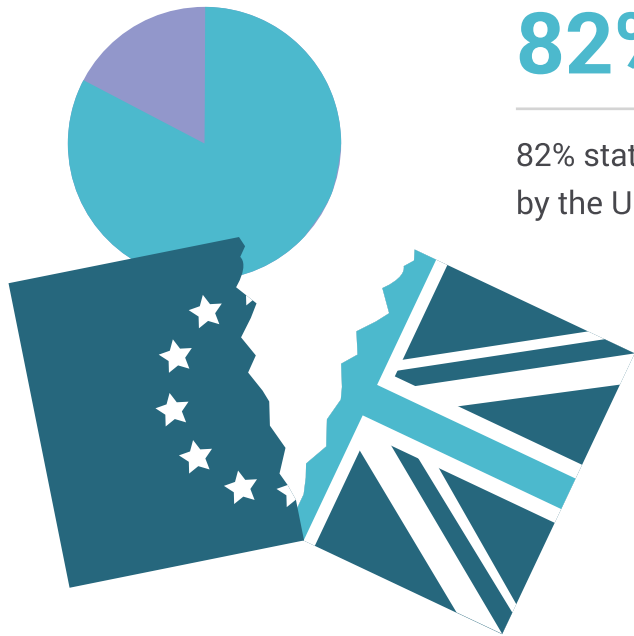
Over half of respondents stated that COVID-19 is going to have a **massive or large impact** on their data strategy

“More home working means wider distribution of data and more chances of unauthorised distribution.”

“There is the whole issue of management of data whilst working from home i.e. the risk simply of continually working in a location that you may share with others. There are also significant questions around printing at home, including the secure disposal of printed output. As well as the use of non-company laptops, and the downloading of organisational data onto such devices.”

“80% of staff are currently working from home, so we have had to put new procedures in place to protect data.”

“Employees are not following security measures and are saving files locally and printing.”



82%

82% state that their data strategy will be affected by the UK **leaving the European Union**

“A big increase in paperwork and contacts, as well as more hoops to jump through are creating a lot more data than prior to Brexit.”

“Data transfers, and adapting to multiple/changing regulations.”

“Every department officer has to understand compliance changes and work with new regulations.”

“We have a lot of European partners. Some countries e.g. France have already made data access difficult.”



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