Legacy Data Cleanup

Reducing information cost and waste
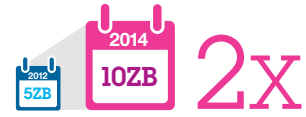
$3.4 Million:
Annual cost to store 1 PB of data[1]

69%:
Typical amount of unstructured data that has no business value[2]

2014 10ZB   2012 5ZB   2x
Information under management doubles every two years[3]

The best way to reduce the amount of data—**delete it**[4]

Discover
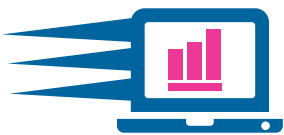where your oldest or least used data resides

Classify
data according to business value for analytics and stakeholder needs

Define
retention policies to lower cost and risk by defensibly disposing of data

These 3 actions enable organizations to:

Analyze
and manage large amounts of data quickly in its native location

Identify
sensitive content such as PII, PCI and privacy-regulated data

Delete
old and obsolete data to reduce data volume and storage costs

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1 Gartner: Benchmarks for Infrastructure Spending in the Midmarket, 2014
2 Compliance, Governance and Oversight Council (CGOC) survey, 2012
3 IDC Digital Universe, 2012
4 Sheila Childs, research VP, Gartner

IBM.