THE DATA ICEBERG

leidos

80% OF ALL DATA IS HIDDEN FROM VIEW. Business can avoid shipwreck by bringing it to the surface.

WHAT IS BIG DATA?

Large, complex, difficult to process sets of data coming from multiple sources, increasing exponentially and difficult to extract value from without the right methods and tools of analysis

So what's the problem?

THE FOUR Vs OF BIG DATA

VOLUME	VELOCITY	VARIETY	VERACITY
It grows exponentially.	50-70% of an organisation's data is ROT*.	It's messy, chaotic, diverse, loose.	Is it reliable? Is it predictable?

VOLUME

Zettabytes — 40, 20, 0 — 2008, 2012, 2020

VELOCITY

* ROT: Redundant, Obsolete or Trivial

VARIETY

80% of the digital data captured in the last 2 years is unstructured.

VERACITY

1 in 3 business leaders don't trust the information they use to make decisions.

DARK DATA:

Unstructured and unanalysed data found in corporate data storage which has not been processed or its condition is largely unknown

Information chaos: The implications

Soaring Costs
- Burgeoning cost of data storage
- Regulation and litigation expenses
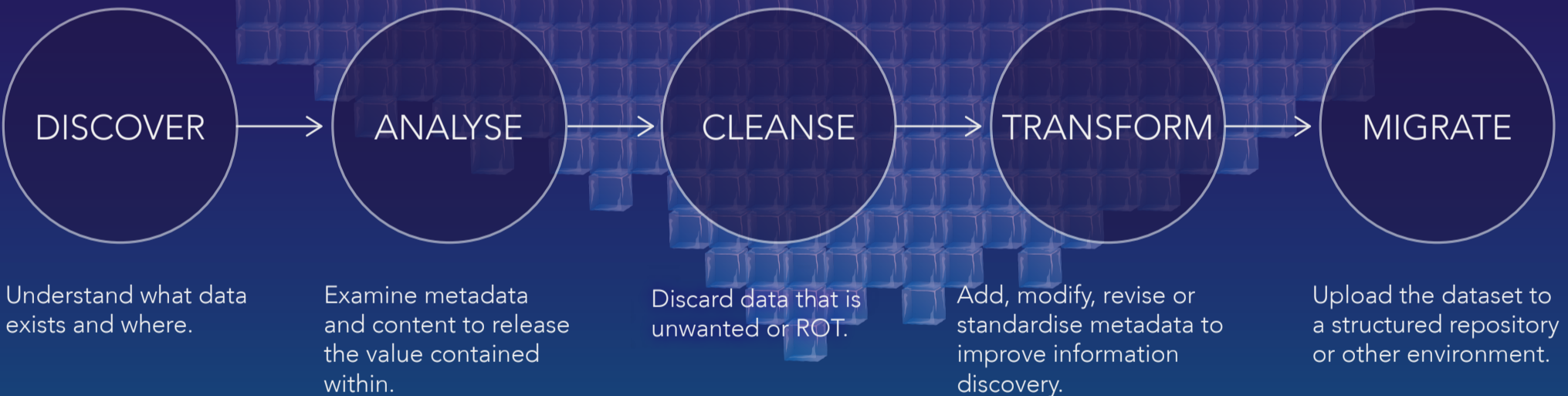
Security Breaches & Reputational Damage
- Inability to safeguard sensitive company information
- Damage from leaks and misappropriation

Poor Business Execution & Performance
- Wrong information at the wrong time
- Out-of-date information >> erroneous decisions

The Solution

DISCOVER → **ANALYSE** → **CLEANSE** → **TRANSFORM** → **MIGRATE**

DISCOVER	ANALYSE	CLEANSE	TRANSFORM	MIGRATE
Understand what data exists and where.	Examine metadata and content to release the value contained within.	Discard data that is unwanted or ROT.	Add, modify, revise or standardise metadata to improve information discovery.	Upload the dataset to a structured repository or other environment.

Benefits

- Safer, more efficient operations
- Acquisition and divestment acceleration
- Faster response to incident information requests
- Reduced impact from legal and other external threats
- Control over storage costs
- Clarity and accuracy when planning
- Market confidence due to assured regulatory compliance
- Access to the right information at the right time

SOURCES
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