



# HOW THE GLOBAL DATABERG FINDINGS WILL OPEN UP **SALES OPPORTUNITIES**

PARTNER SUCCESS KIT

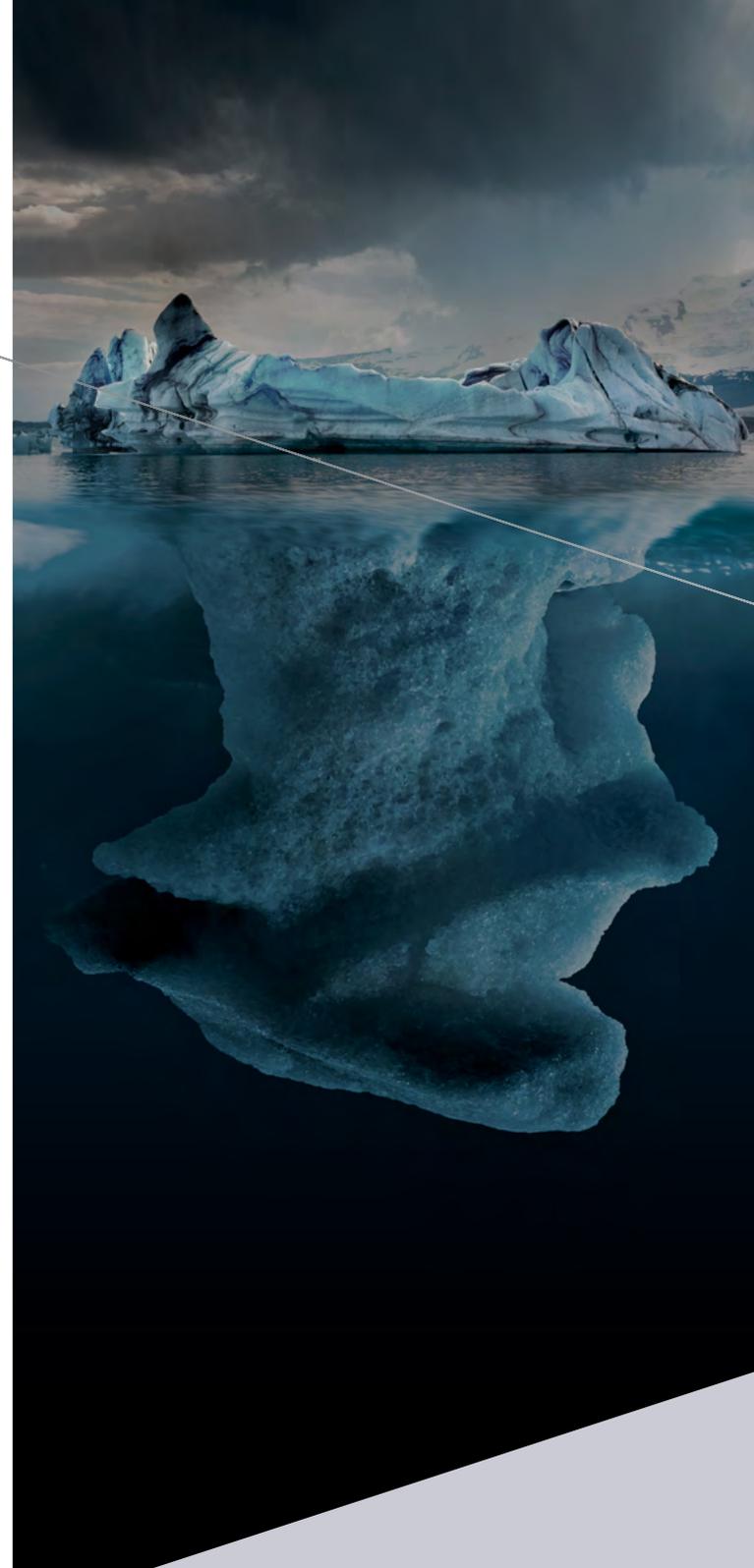
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# THE GLOBAL DATABERG SURVEY

The accelerating growth of unstructured data is threatening to undermine the very purpose of the organizations that create it, according to the [2016 Data Genomics Index Report](#).

To take a closer look at this issue, Veritas commissioned one of the largest global independent research reports into enterprise data management. Carried out by research firm Vanson Bourne, the Global Databerg survey looks at the attitudes and behaviors at the root of the challenge.

Using these insights, you can help your customers transform their unstructured data challenges into an information management strategy.



Capturing insights from  
**2,550**  
respondents

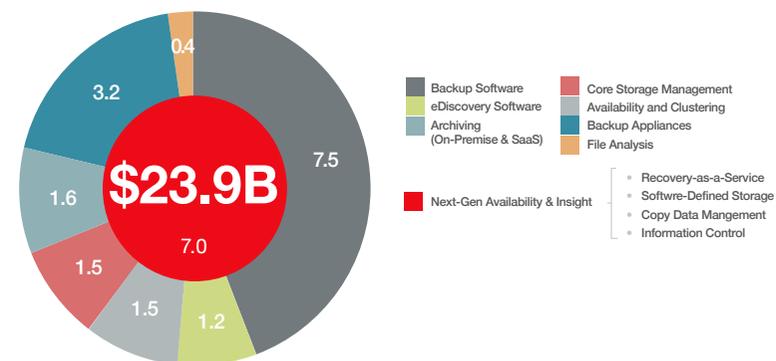


Looking across key industries in  
**22**  
countries

These are real-world findings from one of the largest independent research reports into organizational data management, covering 2,550 senior IT decision makers in 22 countries, across the Americas, EMEA and Asia Pacific.

[Read the Databerg Report](#)

## HELPING US REALIZE OUR JOINT MARKET OPPORTUNITY



1. IDC Worldwide Data Protection and Recovery Software Forecast 2015-2019: 2016: \$6.9Bil, 2019 \$8.2Bil with a Global CAGR of 6.3%

# THE DATABERG EXPLAINED

The Databerg report shines a light on the full extent of the critical challenge that the data explosion represents to organizations today. The report uncovers not only the size of the challenge, but also the three types of data found in organizations – and the implications and risks for each of them – that you can help them manage.

These are:

## BUSINESS CRITICAL DATA

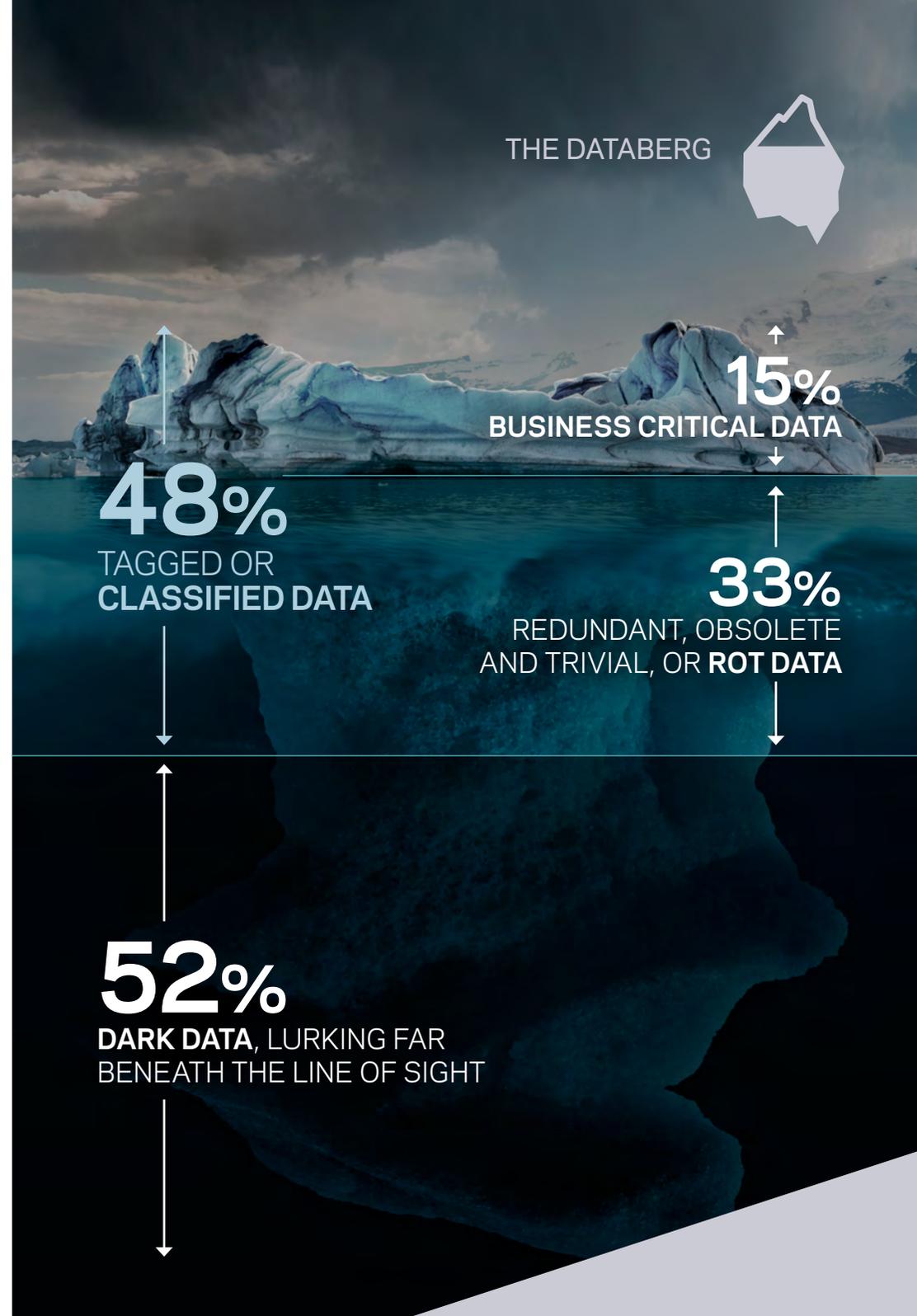
Data that is vital to the on-going operational success of an organization. This needs to be protected and proactively managed.

## REDUNDANT, OBSOLETE AND TRIVIAL (ROT) DATA

Data that has no business value. Organizations should securely delete it on a regular basis.

## DARK DATA

Data whose value has not yet been identified. It may even be high-risk, non-compliant data. It needs to be explored and identified as business critical or ROT as soon as practical.





# THE GLOBAL DATABERG: THE IMPACT

How ROT data alone could cost organizations  
\$3.3 trillion by 2020.

Global organizations hold on average 52% Dark Data, 33% Redundant, Obsolete and Trivial (ROT) data and 15% of identifiable business critical data. This could equate to \$3.3 trillion of avoidable storage and management costs by 2020\*.

That figure does not necessarily tell the full story for your customers. It's worth highlighting the real scale of the problem for them: that the Databerg also has a direct cost in IT resources and management time that they could do without. And this figure doesn't include the current and future investment that could be better spent elsewhere.

So what action do your customers need to take to avoid spiraling costs and sweeping sanctions?

They need your help to illuminate Dark Data, lose the ROT which clogs their organization and encourage their employees to proactively maintain and manage the data which is vital to their operations.

**Organizations need to gain visibility, take action and assume control.**

## EVERYDAY ATTITUDES AT THE STRATEGIC, ORGANIZATIONAL AND EMPLOYEE LEVELS THAT CAUSE DARK DATA AND ROT LEVELS TO GROW

- 1 Strategy and budgets based solely on data volumes, not business value
- 2 Rapid adoption of cloud applications and storage solutions under the false premise that 'storage is free'
- 3 Employees' belief that corporate IT resources are free to use, both for corporate and personal use



# THE DATABERG BY REGION

## HOW DARK IS GLOBAL DATA?



**Dark Data** takes up the most storage in the majority of countries. Germany, Canada and Australia top the survey with a respective 66%, 64% and 62%.



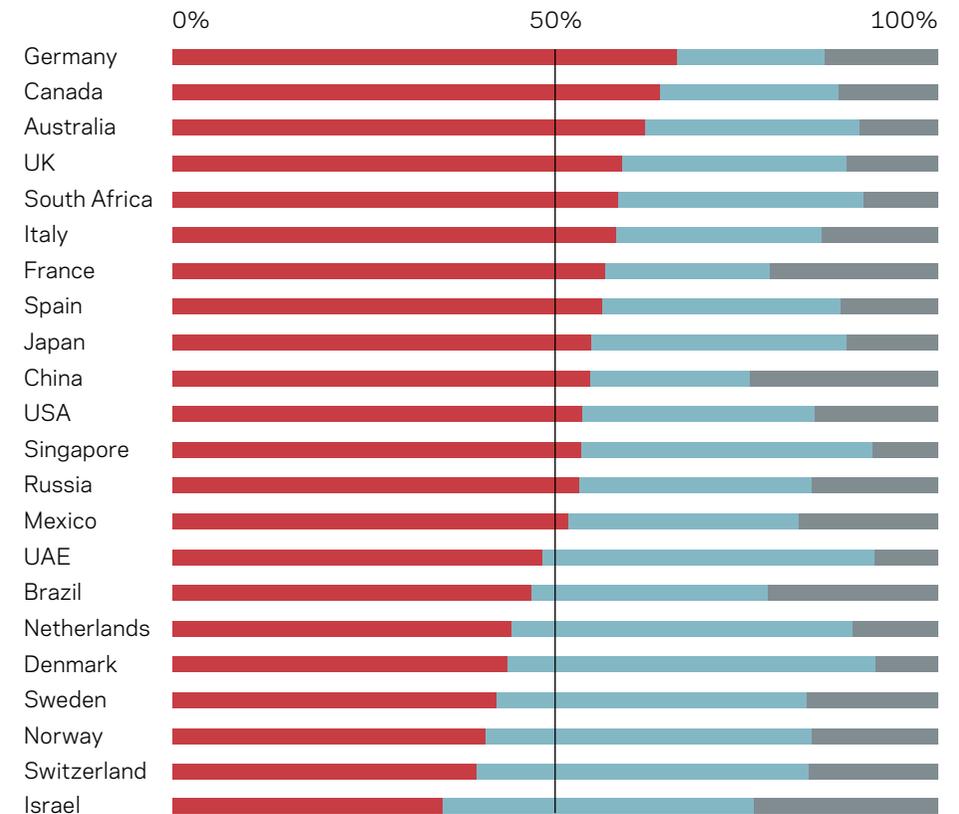
The USA has a slightly higher global average of dark data (54%) and slightly lower than average Redundant, Obsolete and Trivial (ROT) data.



The highest level of **ROT** can be found in Denmark, at 48%.



The highest proportion of clean and identified **business critical data** was found in China (25%), Israel (24%) and Brazil (22%).



**Key:** Dark Data ■ ROT data ■ Clean data ■

# HELP YOUR CUSTOMERS TAKE CONTROL OF THE DATABERG

It's easy for your customers to take control of their Databerg and address their biggest data issues – with our 3-step plan:

## 1. STOP THE ROT

Do your customers know how much Redundant, Obsolete and Trivial (ROT) data they have? Are they aware of how much it costs them? You can use our [Dark Data Assessment tool](#) to put them in the picture and help them focus on the business value of their data. There is a strong sales opportunity here, with the attraction of customers being able to free up IT budgets and investments.

## 2. DESTROY THE 'FREE STORAGE' MYTH

The notion of 'free storage', both from Sync & Share services and the storage bundled with cloud applications is false. Help your customers understand the true picture, that ROT and unidentified (dark) data grows everywhere, and that costs and compliance risks grow with it.

## 3. SEPARATE CORPORATE AND PERSONAL DATA

The research shows that co-mingling of corporate and personal data is common and is a key culprit in the growth of Databergs. With the added incentive of having to meet new regulations on the matter, customers should be keen to identify and separate this data.

TAKE CONTROL





# WHAT TO TELL YOUR CUSTOMERS

A new and largely ignored set of risks are threatening your customers. The effects of today's exploding data volumes have gone overlooked by most business leaders.

## THE VALUE YOU CAN BRING:

- 1 WE CAN HELP YOU GAIN VISIBILITY**  
Help your customers identify their Dark Data, expose the risks and extract the value from their information. Talk to your Partner Manager about the [Dark Data Assessment](#).
- 2 WE CAN HELP YOU TAKE ACTION**  
Help your customers make better business decisions to classify, retain or defensibly delete their ROT data.
- 3 WE CAN HELP YOU ASSUME CONTROL**  
Help your customers define a workable information governance strategy, sponsored at C-Level, to encourage compliant user behavior and reduce risk.

## YOUR ACTIONS TOGETHER WITH VERITAS:

- 1** Adopt the [Dark Data Assessment](#) as part of your practice.
- 2** Embed the Databerg thinking into your consultancy and service offerings.
- 3** Use the Databerg thought leadership approach to help you become a trusted advisor in Information Governance.

## KEY MESSAGES TO CONVEY TO YOUR CUSTOMERS:

- 1** The data deluge never previously existed and organizations did not plan to cope with such rapidly growing data volumes. Now it is not only set to continue but to rapidly accelerate, with important consequences for organizations.
- 2** Databergs are caused by adding huge Dark Data volumes to poorly understood corporate data. They conceal a threat 'below the waterline' that adds significant levels of risk and cost.
- 3** We can help you take control of your Databerg, and address the causes of data hoarding.

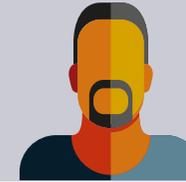


# WHO TO TARGET

To be successful, ideally your prospect would have identified one or more of three main use cases as a potential issue within their environment:

- 1 Locate data at risk
- 2 Storage optimization, OR
- 3 Data classification for retention

## Key personas:

	CIO	Chief Data Officer	Legal	Compliance	Records Manager	Storage Admin	Backup Admin
							
<i>Strength as Information Governance Prospect</i>	<b>Strong - medium</b> Dependent on size of customer organization	<b>Strong</b> Function may reside with CIO in smaller organizations	<b>Strong</b>	<b>Strong</b>	<b>Strong</b>	<b>Strong</b>	<b>Medium</b>
<i>Hot Button Issues</i>	<b>Dependent on size of customer organization</b>	<b>Function may reside with CIO in smaller organizations</b>	<b>Identifying all critical case evidence</b>	<b>Efficiently responding to regulatory requests</b>	<b>Classifying and organizing information</b>	<b>Cost of adding more storage</b>	<b>Shrinking backup windows</b>
<i>Opportunity</i>	<b>Control over cost and compliance brings new opportunities</b>	<b>Quick wins build credibility and enable future projects</b>	<b>Proactive governance reduces litigation risk</b>	<b>Access compliance is increasingly getting attention</b>	<b>Policy application can be a game changer</b>	<b>Information visibility can help reduce overall data stored</b>	<b>Information visibility can help reduce overall data stored</b>



# WHAT TO SELL: STRATEGY & SOLUTION MATRIX

**MISSION:** Our mission is to enable organisations to harness the power of their information, wherever it resides by delivering solutions that drive availability and reveal insights. Use this matrix to see what to sell to your customers.

BRAND	IT'S TIME FOR VERITAS											
KEY TRENDS	UNSTRUCTURED DATA - The rapid growth of data, value unknown											
	GLOBAL REGULATORY LANDSCAPE - Achieving compliance with stricter regulations											
	HYBRID CLOUD ADOPTION - The need for continuity throughout transitions											
	CONVERGED INFRASTRUCTURE - Visibility and efficient management across silos											
CAMPAIGNS	Return on Information (ROI)				Information Availability ( <i>coming soon</i> )				Forward Thinking Backup		Backup Exec ( <i>coming soon</i> )	
SOLUTIONS	<b>INFORMATION GOVERNANCE</b> Understanding and regaining control of data				<b>INFORMATION AVAILABILITY</b> Making applications and data available, wherever they reside				<b>ENTERPRISE BACKUP AND RECOVERY</b> Protecting business data and ensuring availability		<b>MIDMARKET BACKUP AND RECOVERY</b> Efficient and reliable backup and recovery	
PLAYS	Information Governance - visibility and insight, retention management and automated workflow				Information Agility and Resiliency						Hybrid Cloud (MSP)	Capacity Licensing
					Business Continuity		Storage Management		Converged Backup			
PRODUCTS	Enterprise Vault & EV.cloud	Data Insight	Information Map	eDiscovery	InfoScale Enterprise				NetBackup Appliances	NetBackup Software	Backup Exec	
					InfoScale Availability	Veritas Resiliency Platform	InfoScale Storage	InfoScale Foundation	System Recovery			
COMPETENCIES	Archiving			eDiscovery	Dynamic Storage and Continuity				Enterprise Backup and Recovery		Mid-market Backup and Recovery	



# HOW TO GET STARTED?

Available on veritas.com local country sites, specific to your local market:

## EMEA:

United Kingdom  
 Belgium (English)  
 Belgium (French)  
 Germany  
 France  
 Middle East (English)  
 Netherlands (English)  
 South Africa (English)  
 Sweden (English)  
 Switzerland (French)  
 Switzerland (German)

## Americas:

USA  
 Canada (English)  
 Canada (French)  
 Brazil  
 Latin America

## APJ:

Asia Pacific (English)  
 China  
 Japan

Make your customers aware of the Global Databerg Report and the issues it raises using these assets:

- Global Report
- Infographic
- Video
- News Release
- Executive Summary



## USE THIS CAMPAIGN TO GROW YOUR BUSINESS BY:

**Deliver new value-added services** — such as policy definition and establishment, information visualization and valuation, and ongoing information risk monitoring.

**Open the door with new offerings** — data insight, information map, eDiscovery and investigations.

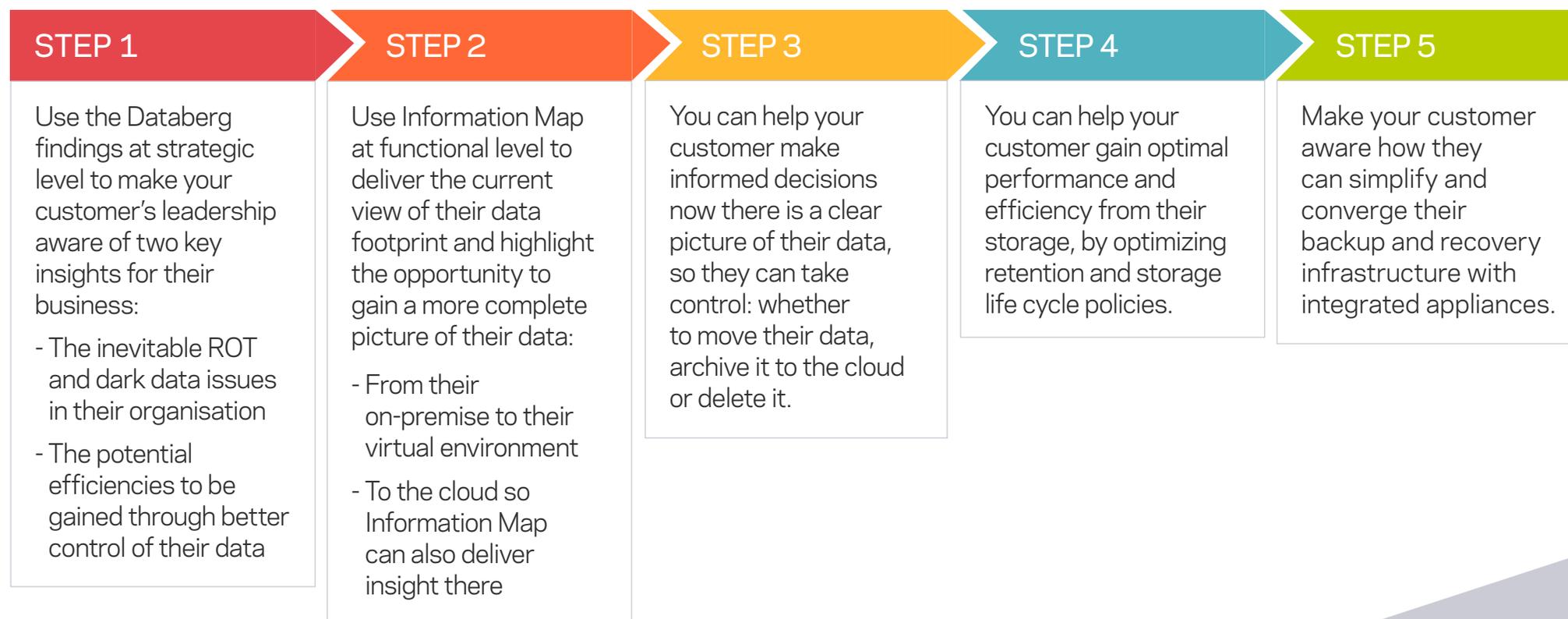
**Upsell the installed base** — EV retention and classification, EV file archiving, and eDiscovery platform subscriptions and capacity upgrades.



# TURNING YOUR CUSTOMER'S DATABERG FINDINGS INTO ACTION - FORWARD THINKING BACKUP

Modernising your customer's backup and recovery infrastructure.  
Guide your customers towards a Forward Thinking Backup strategy.

How to help your customer gain visibility and control:

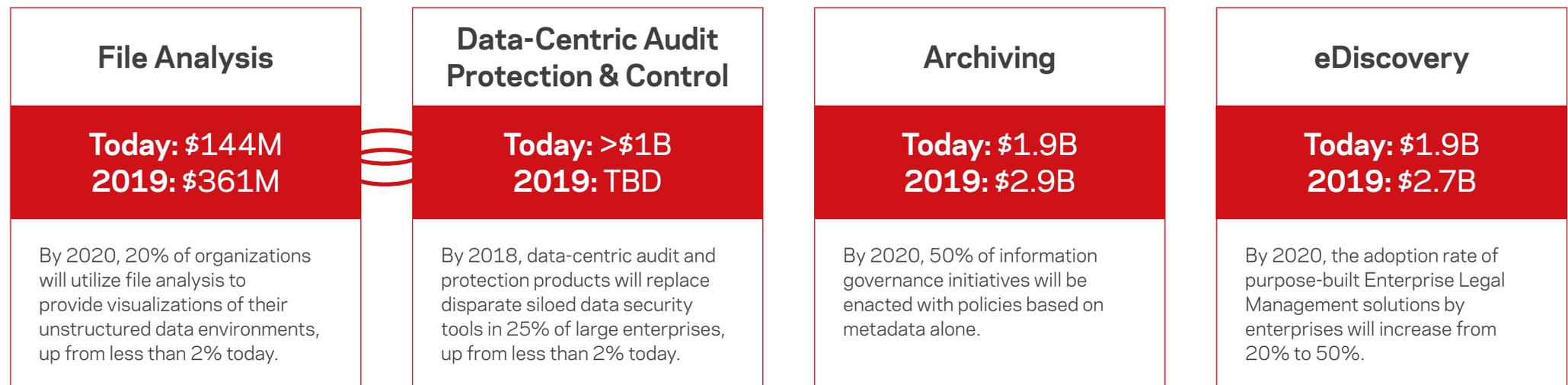




# COMING SOON - RETURN ON INFORMATION CAMPAIGN

A new demand generation campaign that will help you take greater advantage of this research and the enormous market opportunity in Information Governance will soon be available.

## What's at stake? Gartner Predictions.



Keep an eye out for the campaign launch communications at the [Veritas Partner Force Campaigns Page](#). You'll find the latest updates on all our campaigns there.



## DARK DATA ASSESSMENT: YOUR TOOL FOR SALES

Once you've started customer conversations, an assessment can help to further establish credibility, build relations and open the door to helping your customers to solve their bigger challenges.

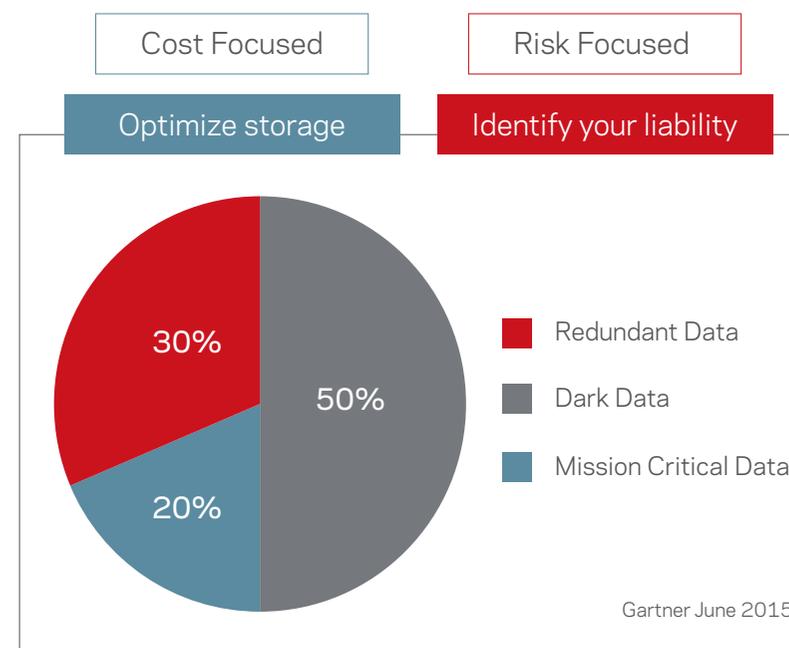
Available to Certified Veritas Partners, The Dark Data Assessment tool can help your customers understand their unstructured data challenge and prioritize their actions. It enables them to optimize their storage, reduce costs and identify potential risks.

### Anticipated outcomes:

- You will accelerate the process of your customer investing in technology to realize the potential benefits and mitigate the risks identified.
- The insights from the assessment may need to a broader or more details assessment requirement, and/or to an advisory consulting engagement.

**To gain access to the Dark Data Assessment, please discuss your opportunity with your Partner Manager to find out more.**

From Gartner's recent paper on "Curbing Unstructured Data Glut."





# HELP AND CONTACTS

## Key partner resources

### Veritas Partner Force Campaigns page

View the latest campaigns via this page, and start driving demand today.

[Go there now](#) ➤

### Veritas Partner Force page

The Veritas Partner Force program enables you to differentiate and win with Veritas solutions and value added services.

[Go there now](#) ➤

## Partner support

### Sales Support Helpdesk delivered by Partner Service

We're here to assist you with pre- or post-sales queries on any topic, including:

- Product information
- Activation
- Buying programs
- Product licensing and pricing
- License transfers
- License certificate reprints
- Product upgrades/downgrades
- Install base reports
- Renewals IDs and proof of purchase
- Temporary or evaluation keys
- Partner programs
- PartnerNet

[CustomerCare@Veritas.com](mailto:CustomerCare@Veritas.com) ➤

## Help with the Grid

If you need some help planning, launching and following up campaigns, our Grid Marketing Advisors can provide professional marketing services simply email:

[Veritas@elasticgrid.com](mailto:Veritas@elasticgrid.com) ➤

For technical support, email:

[Enquiries@elasticgrid.com](mailto:Enquiries@elasticgrid.com) ➤

or call +40 310 051 641

## PartnerNet

PartnerNet is your one stop portal for information about partnering with Veritas.

By joining our Partner Program, you gain access to product information, sales and marketing tools and program benefits just for partners.

[Register or sign-in now](#) ➤

