

A person in a business suit is pointing at a tablet. The tablet displays a data visualization titled 'The Databerg'. The visualization shows a mountain-like shape divided into three sections: '54% DARK DATA' at the base, '46% TAGGED OR CLASSIFIED DATA' at the top, and '3% UNCLASSIFIED DATA' at the very top. The background of the image shows a person's hands clasped, a cup of coffee, and a glass of water on a desk.

How 'The Databerg' will open up sales opportunities

PARTNER RESOURCE KIT

CONTENTS

METHODOLOGY ▶

NEXT STEPS ▶

THE DATABERG ▶



WHAT IS THE VERITAS STRIKE?

STRIKE [strahyk] (noun).

An integrated, online and offline, multi-asset, multi vehicle campaign based on differentiated Thought Leadership and executed with intensity across EMEA

Research Methodology

- Independently conducted survey
- 1475 respondents in 14 EMEA countries
- Cross-industry (Banking and Insurance; Retail, Distribution and Transport; Healthcare; Manufacturing; IT & Telecoms and Public Sector)
- Primary research on how EMEA organisations hope to harness the power of information and how well they understand their data so they can extract the best value out of it



THE DATABERG - SEE WHAT OTHERS DON'T

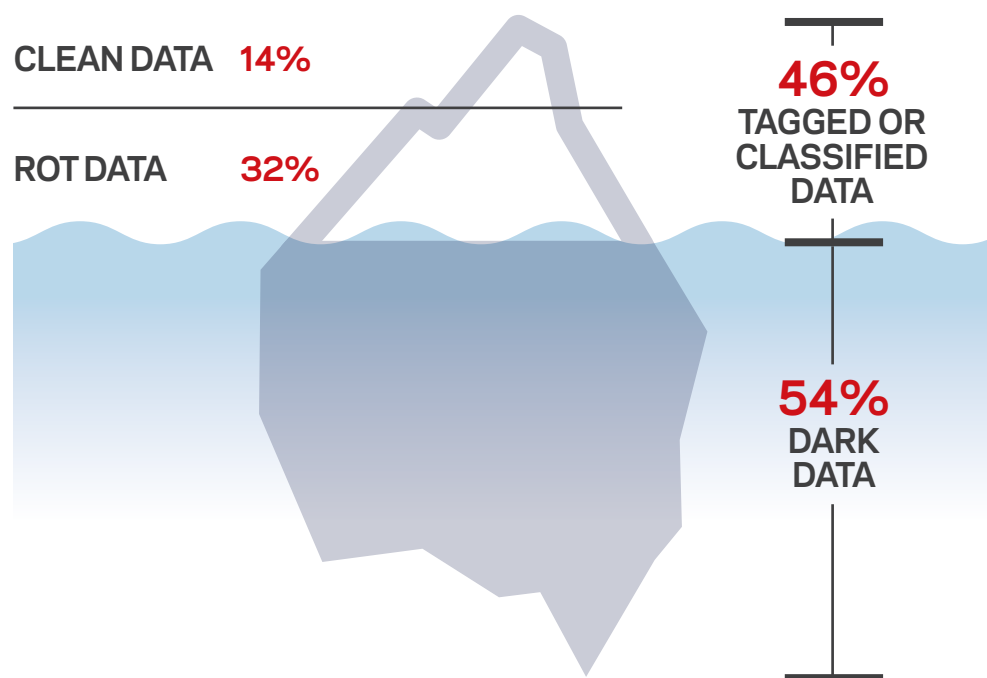
A new and largely ignored set of risks is threatening organisations. The effects of today's exploding data volumes have gone overlooked by most business leaders.

The study uncovered the phenomenon of the Databerg and how Dark Data's ability to elude senior managers could cost your EMEA customers €784bn by 2020.





THE EMEA DATABERG



The growing Databerg is made up of three elements:

1. BUSINESS CRITICAL DATA

Data identified as vital to the on-going operational success of your organisation which needs to be protected and proactively managed.

2. ROT DATA

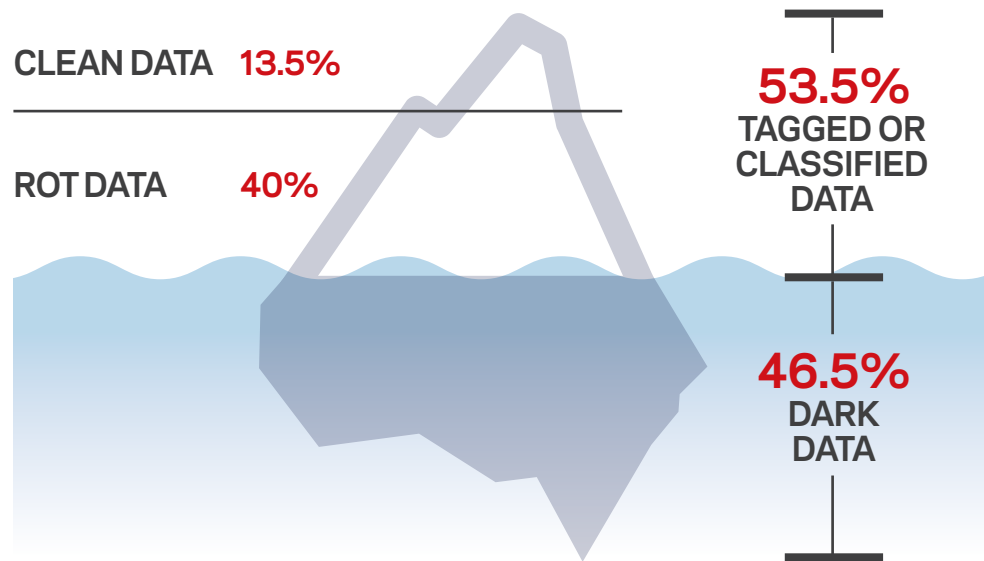
Data identified as Redundant, or duplicate data, Obsolete, no longer having business value, and Trivial data with little or no business value.

3. DARK DATA

Data whose value has not yet been identified. It may include vital Business Critical data as well as useless ROT data. Either way, it consumes resources.

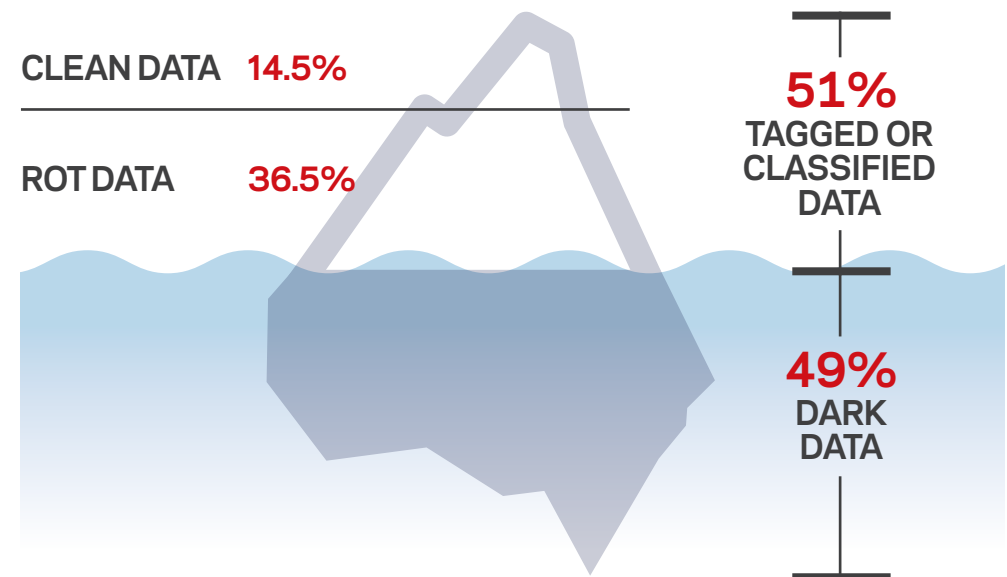


THE REGIONAL DATABERGS



THE NORTHERN DATABERG

Denmark, Norway, Sweden and United Kingdom

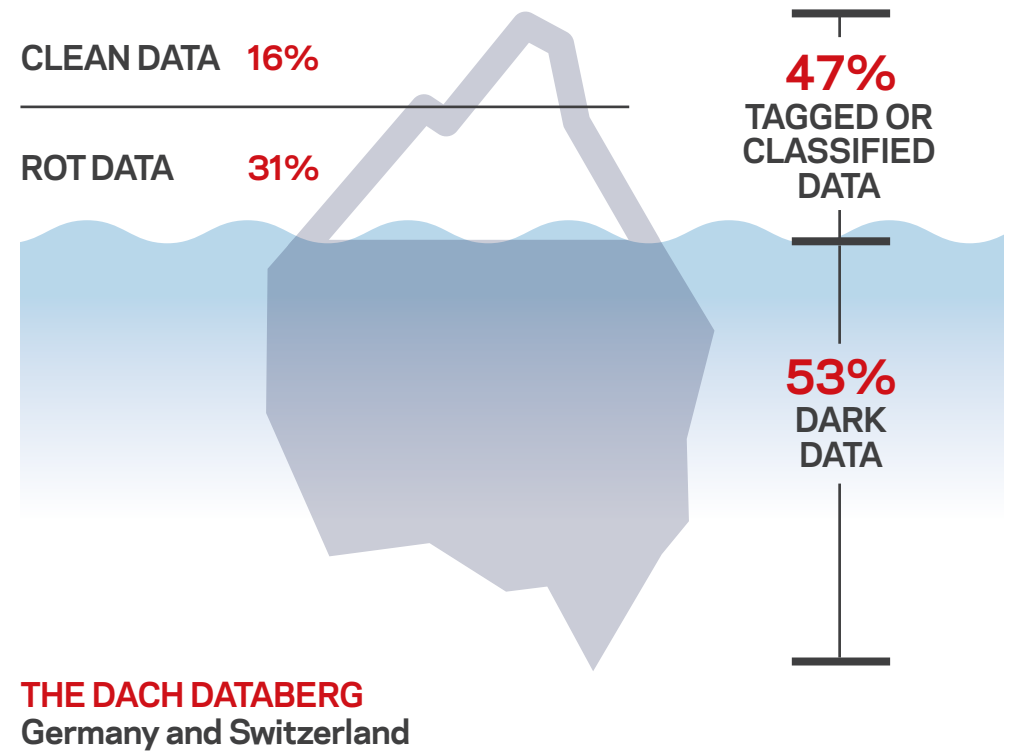
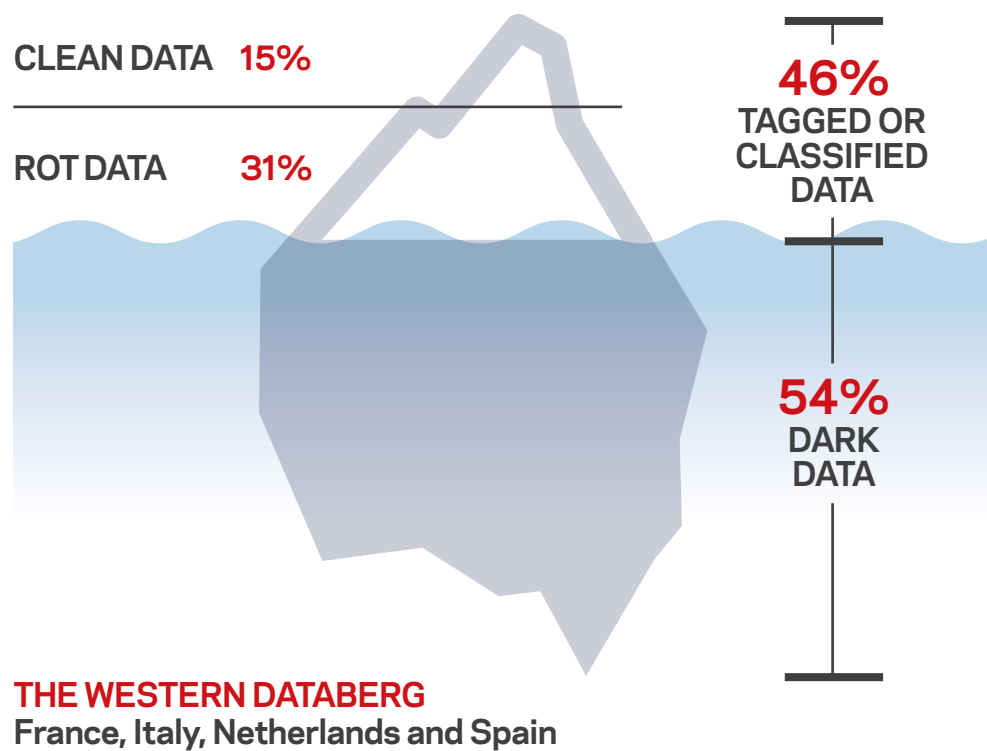


THE EMERGING DATABERG

Israel, Russia, South Africa and United Arab Emirates



THE REGIONAL DATABERGS





A DEEPER LOOK



The worst **Dark Data** offenders are Germany, UK and South Africa with respectively 66%, 59% and 58% of their stored data defined as dark



Smaller countries such as Switzerland and the Nordic region fare better on Dark Data

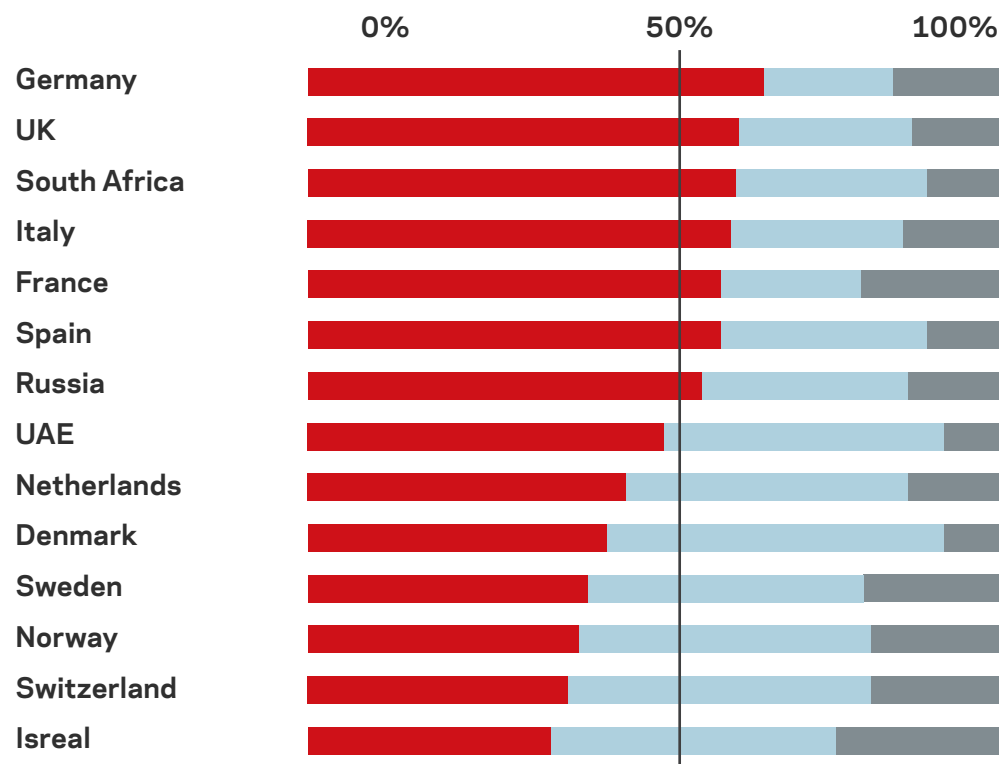


Redundant, Obsolete and Trivial **ROT data**, was highest in Denmark (48%), Netherlands (44%) and the United Arab Emirate (43%)



The highest proportion of clean and identified **Business Critical data** was found in Israel (24% clean) and France (22% clean)

To get access to all local findings, click here [➤](#)



Key: Dark Data ■ ROT Data ■ Clean Data ■



WHAT TO TELL YOUR CUSTOMERS

Our recommendations:

1. Identify Dark Data, expose risk and identify valuable information – talk to TSS about the Dark Data assessment
2. Define a workable information governance strategy for unstructured data with C-level sponsorship that encourages compliant user behaviour
3. Increase business agility by enabling continuity of service in the cloud

Your messages:

1. You're not alone in having Dark Data. As you can see in Europe 54% of data is dark, so do not beat yourselves up
2. Veritas protects your most valuable business assets, gives insights on how to reduce informational risk, improves your governance and compliance whilst making your data resilient and available, at all times
3. We can help you convert Dark Data customers from a cost to a revenue generator

Your actions:

1. Help us scale our Dark Data assessment coverage
2. Embed the Databerg-thinking into your consultancy offerings (Resiliency Assessment)
3. Help us become the trusted advisor in the Information Governance space via your product sales, technical & services



WHAT TO SELL YOUR CUSTOMERS

CAMPAIGN	STRIKE						
SOLUTIONS	INFORMATION GOVERNANCE Understanding and regaining control of data				ENTERPRISE BACKUP & RECOVERY Protecting business data and ensuring availability		INFORMATION AVAILABILITY Making data available, wherever it resides
SALES PLAYS	Dark data, File Governance & retention and GDPR				Converged Backup King of Scale		Information Agility & Resiliency
PRODUCTS	Enterprise Vault & EV.cloud	Data Insight	Information Map	eDiscovery	NetBackup Appliances		Veritas Resiliency Platform
					NetBackup Software		
COMPETENCIES	eDiscovery		Archiving		Enterprise Backup & Recovery		Dynamic Storage & Continuity
ASSESSMENTS	Dark Data				NetBackup Discovery Platform Tool		Veritas Risk Advisor (VRA)



WHAT TO SELL YOUR CUSTOMERS

When we engage with customers using assessments, we help our customers design solutions to solve their bigger problems, build relationships and establish credibility. As part of the Databerg, Veritas provides you with three different assessments to help customers understand their environment and challenges better:

1. DARK DATA	It has been developed as a tool to demonstrate value and assist your customers and prospects in defining their Information Governance strategy. It has been designed to be as minimally intrusive as possible. The steps to run this are simple - configure, scan, and report. A DDA engagement should be completed in 1 - 5 days, and 4 standard reports can be exported for analysis, summarized and presented back to the prospect.
2. NETBACKUP DISCOVERY PLATFORM TOOL	Give your customer insight into how to optimise their NetBackup operations. It allows you to quickly process a customised report using key pieces of information from a customers environment and helps to identify areas where new technologies can help address their key pain points and inefficiencies that can lead to cross-sell or up-sell opportunities.
3. VERITAS RISK ADVISOR (VRA)	<p>As Risk Assessment Solution: automatically detects and reports on risks of application downtime and data loss in the IT infrastructure.</p> <p>As a Cloud-based Vulnerability Assessment Tool: try out Veritas RA through a free cloud-based VMware vulnerability assessment which do not require the deployment of VRA. It allows for a scan of one vCenter server and quick delivery of a detailed report of the vulnerabilities detected.</p>

To find out more, contact your **Partner Success Manager**.



HOW TO GET STARTED

The Veritas Grid Platform contains a library of marketing assets and resources to help you drive marketing leads. You can download a Databerg campaign and event in the box to create your own email campaigns and microsite, customised with your logo and contact details.

1. CAMPAIGN IN A BOX

- Website banner
- Landing page
- End user HTML content to customise with your logo
- Suggest social posts
- The Databerg Report (EMEA or Local)

2. EVENT IN A BOX

- Invitation
- Agenda
- Customer presentation deck and The Databerg Report
- Your personalised CTA

For fast access register here [➔](#)





HELP AND CONTACTS

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

[Download contact details](#) ➤

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

For technical support, email 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 at partnernet.veritas.com ➤

