

We asked, they said...

Cloud adoption and dark data.

Veritas asked IT decision makers in the UK for their thoughts on cloud adoption and data. Our UK Databerg 2020 Report Revisited revealed some fascinating insights.

HERE ARE SOME OF THE HIGHLIGHTS.

Download our full UK 2020 Databerg Report Revisited



What's happening with data? **They said...**

Business critical data

ONLY 19% is data they consider to be usable for doing business

A slight improvement on 2015*, but still surprising that organizations derive little or NO value from 81% of their data.

*UK Databerg Report 2015



Classified, tagged or dark data

81% of business data is either obsolete, trivial, unclassified or untagged

This ever-increasing quantity of data is vulnerable to cyber-attack and consumes huge costs simply to store and manage.

Veritas says...

To find out more about what Veritas has to say on 'Being in control', 'Classifying and tagging your data' and 'Defining your data policy'...

DOWNLOAD THE REPORT

Some risk and compliance concerns remain. **They said...**

Software usage without permission

54%

are worried that data breach is their most pressing risk factor

Important when you consider that dark data lacks visibility.



Remote working rising rapidly

31%

of employees are taking business information outside of the organization

Up from 21% in 2015*. Not surprising considering the 'new realities' of remote working.

*UK Databerg Report 2015



Veritas says...

Read more on what we have to say about 'Planning and designing to avoid costly surprises' and 'Migrating data between clouds'...

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Decreasing concerns about cloud. **They said...**

Security concerns

59%

(Down from 77% in 2015*)

have concerns about security of the cloud service

Still high. A reminder perhaps that security arrangements need to be reviewed on a regular basis.

*UK Databerg Report 2015

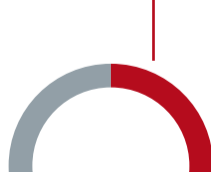
Cloud unpredictability

21%

(Down from 49% in 2015*)

have concerns about the unpredictability of cloud services

*UK Databerg Report 2015



Contract lock in

35%

(Down from 44% in 2015*)

have concerns about being locked into a contract

*UK Databerg Report 2015



While concerns remain, shifting attitudes to the cloud and its potential have helped it grow - and will continue to do so in the future.

Veritas says...

Learn more about what Veritas has to say on 'Defining your requirements' to ensure you design accordingly, no matter where the services live - on premise or in the cloud...

DOWNLOAD THE REPORT

Why Veritas?

To say Veritas invented the concept of 'software-defined storage' is no exaggeration. Ever since we've been leading the way in enabling organisations to harness the power of their data - products, solutions and services that cover all cloud platform.

87%

of the **Fortune Global 500** rely on us to abstract IT complexity and simplify data management.

Veritas - named a Gartner Peer Insights Customer's Choice for Data Center Backup and Recovery Solutions.

Veritas Technologies is a global leader in data protection and availability. Over 50,000 enterprises—including 99 of the Fortune 100—rely on us to abstract IT complexity and simplify data management. Veritas Enterprise Data Services Platform automates the protection and orchestrates the recovery of data everywhere it lives, ensures 24/7 availability of business-critical applications, and provides enterprises with the insights they need to comply with evolving data regulations. With a reputation for reliability at scale and a deployment model to fit any need, Veritas supports more than 500 data sources and over 150 storage targets, including 60 clouds. Learn more at www.veritas.com. Follow us on Twitter at [@veritastechlc](https://twitter.com/veritastechlc).