

# Digital Waste and Dumpster Diving

## Driving Down the Costs



Zabair Bhatti  
Solutions Engineer

# Agenda

- What is digital waste?
- How does this happen?
- What are the repercussions?
- How can you eliminate the clutter?
- Netwrix Data Classification – See it in action
- Next steps

## What Is Digital Waste?

80%

of all information is  
**dark data**

65%

of that information has  
**no business value**

## What Is Dark Data?

### Dark data

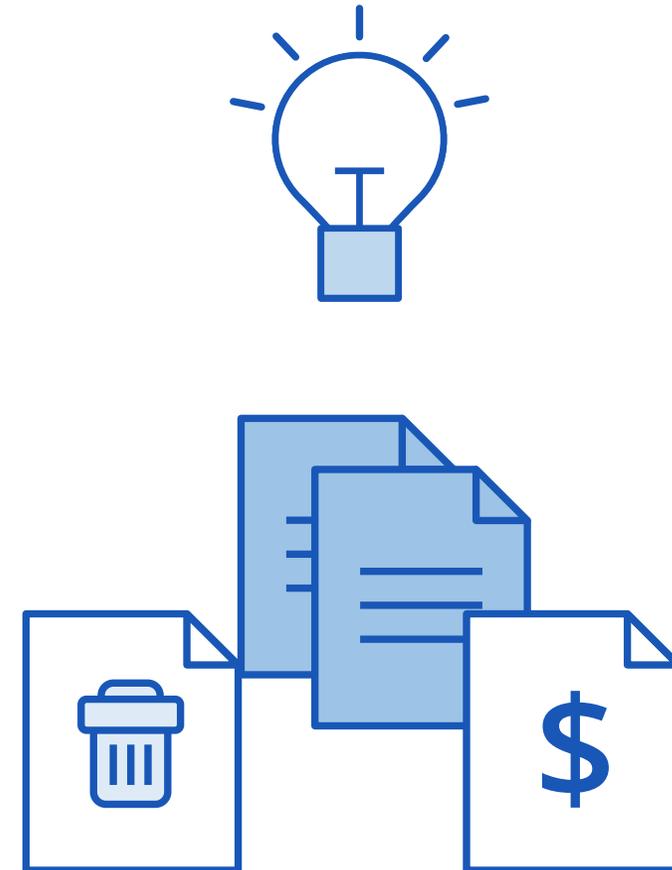
cannot be found; therefore, cannot be deleted or archived because no intrinsic value can be calculated.

### Shadow IT

is the use of unsanctioned software or storage. Shadow IT management accounted for 35% of total IT expenditures.

### Once found

it can be considered as redundant, obsolete, trivial (ROT) or actually represent content of value.



## What Is ROT?



**Redundant** information exists when it is duplicated in multiple places, whether in the same system or across multiple systems.



**Obsolete** means "no longer in general use" or "discarded" or "replaced" or "outdated".



**Trivial** is the data of very little importance or value.

**\$34.5M**

An enterprise with 10 petabytes of data spends a year on data that could be deleted (CGOC).

## Treasure in Your Dumpster

**\$ 1.3 M**

a 2,500-user organization can save in 5 years by identifying and getting rid of expired, unnecessary and useless data.

**35%**

of ROT data is useful and therefore, a huge opportunity is going to waste.

## Why Does This Happen?

### Storage habits

- Budgets are typically based on volumes, not business value of content.
- Storage is relatively cheap, so it is tempting to store all, just in case.



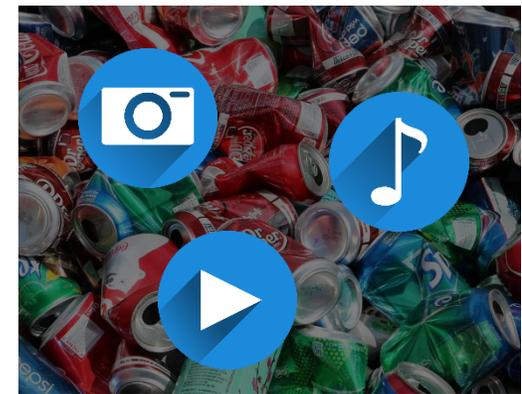
### Cloud revolution

- Thoughtless cloud migration.
- Many subconsciously feel that cloud storage is 'free'.
- 55% of organization are considering to 'uncloud'.
- 29% of them – because of high costs.



### Dumping grounds

- Corporate storage is a dumping ground for employees.
- 57% store photos, 47% - music, 33% - videos.



## What Does It Impact?

- Efficiency of data migration
- Compliance and ensuring data privacy
- Reliability of eDiscovery
- Performance of records management
- Data findability
- Employee productivity



# How Can You Eliminate the Clutter?



## IT/Business Leaders

- Train your end users



## Policies

- Develop policies and enforce compliance



## Procedures

- Automate and implement transparently



## Content Analysis

- Don't overlook the fact that content that is not defined as ROT may be off-brand, inappropriate, or inconsistent with corporate guidelines
- Is it abandoned content?
- We 'humans' are still necessary



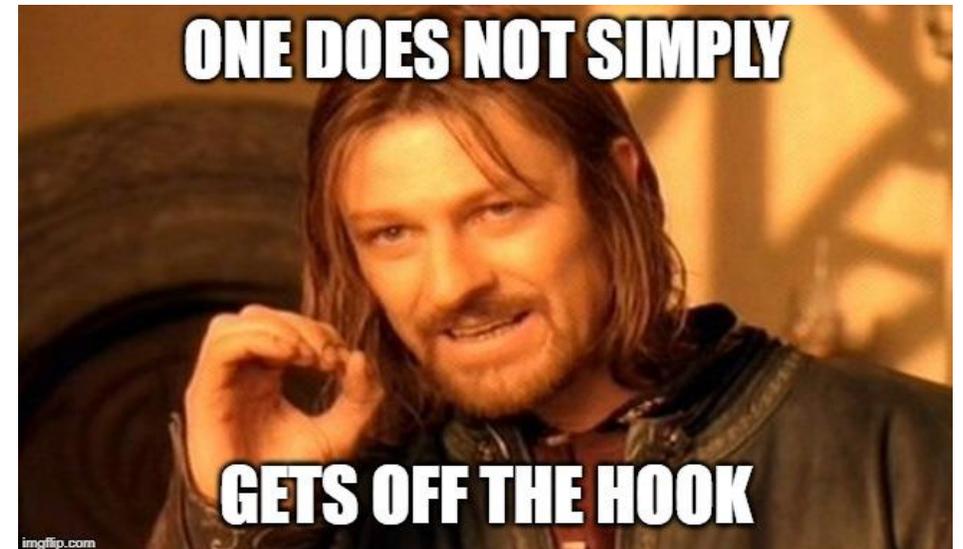
## Still Afraid?

- Move it off-line or quarantine it

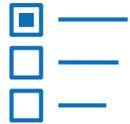
## You Aren't Off the Hook!

Keep asking yourself these questions:

- Is this document necessary?
- Does this information exist elsewhere?
- Is it still up-to-date and relevant?
- Does it refer to a specific person?
- Can this be avoided?
- Can we remove it if that person asks to?
- Can links be inserted, rather than creating a new piece of content?



## Content Optimization – How to Approach It?



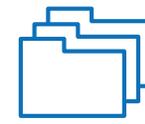
### Prioritize efforts

Gain insight into the types of data stored in various cloud and on-premises repositories to **deal with the most important ones first.**



### Purge unneeded data

Automatically find **ROT data**, such as duplicates or old document versions, and get rid of them.



### Organize content

Create a logical and manageable content structure to make data **easy to access, use and manage**, while consuming the least amount of space.

# Demonstration

## Why Netwrix?

### Faster time to value

Start seeing return on your investment in days, not months.

### Higher accuracy

Focus your efforts on your truly valuable data and use your content with confidence.

### Broader coverage

Gain confidence with visibility across a wide range of on-premises and cloud data repositories.

### First-class support

Have your issues definitively resolved by a knowledgeable customer support team with a 97% satisfaction rate.



23 verified reviews

As of September 11, 2019

### Content security

Ensure that content is secure with deep insight into access rights and activity around it.

# About Netwrix

Founded: 2006

Headquarters: Irvine, California

Global customer base: 10,000+

## Recognition:

- 8 years among the fastest growing software companies in the US
- More than 150 industry awards



## Financial



## Healthcare & Pharma



## Education



## Business Services



## Government



## Industrial and Technology



## Next Steps

- **Free Trial:** setup in your own test environment  
[netwrix.com/classify](https://netwrix.com/classify)
- **Contact Sales** to obtain more information and request one-to-one demo  
[netwrix.com/contactsales](https://netwrix.com/contactsales)
- **Upcoming and On-Demand Netwrix Webinars:** join upcoming webinars or watch the recorded sessions  
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# Questions?

Thank You



Zabair Bhatti  
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