

# Scaling the data mountain





## Overview

By 2020, the volume of data globally is expected to have grown to 40 zetabytes - an incredible 40 fold increase from 2010.

Faced with ever increasing volumes of data and demand for storage, it's simple for an organisation to spin up yet another virtual machine and add or expand a disk to store even more data. However, as data growth and diversity continue to increase, a reactive approach isn't sustainable and at some point financial considerations will force a more sophisticated response.

This paper explains why it's essential that IT teams take a holistic view and highlights solutions that will enable them to gain greater value from their information, and in parallel, avoid risks arising from regulatory compliance and legal claims.

## Data management - a growing problem for IT?

Organisations now operate in a climate of vastly expanding, unstructured data sources often generated by individuals - rather than formalised systems. With organisations maintaining and retaining high volumes of structured and unstructured data, as time passes, this burden only becomes more challenging. Frighteningly, by 2020 the volume of data globally is expected to have grown to 40 zetabytes - an incredible 40 fold increase from 2010.

Less of a problem is 20-30% structured data, held in databases or systems of record - which by nature is easier to understand, use and interrogate. The real headache is the remaining 70-80% of unstructured data - including documents, email, social media, images, IM and voice.

These types of data have a significantly higher noise-to-value ratio, meaning the information involved is harder to exploit and harder still to manage. Critically, IT teams need to be in a position to control this unstructured data - whether it's for legal hold, recovery or search and access. For teams without a well-managed approach, locating specific pieces of information that date back many years, or across many different people, can be exceptionally challenging.



## Key considerations

### Data Policy

Organisations need an IT policy which provides a complete understanding of all their data sources, its relevance and how it will be captured, stored and accessed.

Data mapping can be used to catalogue an organisation's records by business unit, and done properly, it provides an in-depth understanding of the nature, type and location of records. These retention practices enable users to centrally identify relevant data sources in a consistent and seamless way.

### Data in the cloud options

Where data is stored and archived is another organisational consideration. Today, an increasing volume of data lives in the cloud and with low cost storage per gigabyte, this option is very attractive. Although organisations have a number of cloud choices, it's important they select the best option for their specific needs.

Items to consider are features, functionality and degree of control, as typically these are critical to business applications. Data residency is also an important issue due to risk of screening that came to light with the NSA and Edward Snowden case. Other considerations are storage cost and management overhead.

Today, a growing proportion of our customers are continually evaluating the public cloud model. Concerns over data security, once perceived to be an issue for the public cloud, are diminishing, with compliance to industry security standards increasingly the norm. However, the appetite for risk remains low when it comes to proprietary data and critical line of business applications. Increasingly, we see the demand for a hybrid model - utilising both public and private platforms that together enable businesses to achieve the benefits of both.

Over time, as CIOs and CTOs gain more confidence and providers insulate and innovate against external and internal cyber threats, the public cloud platform will dominate; but for today in 2014, the private cloud is still the major player.

# Key considerations

Better storage capacity and faster search are cited as key features that will motivate many organisations to seek new archiving solutions over the next 18 to 24 months.

The Need for Better Archiving Solutions by Osterman Research Inc. Published March 2014 Data search and eDiscovery

## Data migration

Data migration activity should not be taken lightly! Although thought to be a job organisations can perform in-house using off the shelf software, data migrations are a veritable minefield, often complex and time consuming, involving extracting, converting and moving huge data volumes. Also, using the right tools and processes is key to ensuring migration efforts are legally defensible and chain of custody is assured.

The whole process of moving data should help organisations transform data management policy. It's therefore critical that it's done correctly by a specialist provider with a track record as a safe pair of hands, so company information remains secure, intact and compliant.

Organisations need appropriate applications that provide the level of search and eDiscovery capabilities their business demands. This covers simple data search to more complex legal hold requirements. Unfortunately some organisations are failing to address these crucial areas.

An Osterman report surveying large UK organisations' archiving, eDiscovery and content management activities, revealed better storage capacity and faster search are cited as key features that will motivate many to seek new archiving solutions over the next 18 to 24 months.

Another threat exposed by the survey is the risk many organisations are running as they don't possess effective processes and systems to swiftly respond to legal claims being made against them. More than 70% of UK-based organisations consider their eDiscovery capabilities to be incomplete, despite the fact that 73% believe it is important to retain electronic business records for compliance and legal purposes.

With the growth in new content types, 94% of UK-based organisations surveyed don't currently archive social media content. This includes employee posts to Twitter, corporate posts to Facebook or content from enterprise social media systems. The research also indicated that only one in five UK organisations surveyed could impose a reliable litigation hold on various types of social media content.

# Best practice in action - Hoare Lea

Enterprise Vault.cloud has delivered on all its promises and has a great search feature – with the ability to effectively handle any potential data compliance and legal threat. We no longer worry about funding our archive support staff. bluesource have been a real help to us throughout this project, demonstrating expertise, a high level of responsiveness and insightful recommendations. ”

Julian Beech  
Head of IT

bluesource has helped Hoare Lea to reduce over 20% of its internal IT support costs by moving its archiving environment to Symantec Enterprise Vault.cloud.

Hoare Lea is a highly successful, award-winning firm of consulting engineers, specialising in mechanical, electrical and public health (MEP) engineering, and is the largest of its kind in the UK. Founded in 1862, Hoare Lea remains an independent partnership, with 11 offices throughout the UK and a growing international presence. The firm deploys its leading architects, designers and contractors on some of the industry’s highest profile projects.

- bluesource has supported Hoare Lea’s data archiving needs across its UK and international branches for 9 years
- To reduce its internal IT support costs and better cope with data growth, Hoare Lea wanted to extend its archiving infrastructure’s search and eDiscovery capabilities
- bluesource recommended Symantec Enterprise Vault.cloud as it enabled the appropriate IT cost savings and provided the extra functionality they demanded.
- Additionally, bluesource successfully migrated Hoare Lea’s data from an on-premises environment to Symantec’s Enterprise Vault.cloud, maintaining data integrity
- The new platform has resulted in Hoare Lea experiencing significant support cost savings and efficiency improvements as data can now be quickly accessed for legal and compliance purposes.

## Summary

Organisations face a multitude of challenges resulting from the exponential growth in data and it is essential for IT teams consider their current approaches to data management - ensuring that they are scalable, cost effective and compliant.

Organisations are urged to examine the changing information needs of their business and assess how they will adjust the platforms and applications for data storage - to provide anytime, anyplace, anywhere access that the business community will increasingly demand.

# About bluesource

bluesource provides a complete suite of IT services covering consulting, managed services and cloud solutions and specialise in making information and workforces more productive.

We work with organisations to help them meet the need for data compliance & governance, eDiscovery and general information search, enabling them to cost-effectively preserve and protect information – and make the right information readily available to the business. To further enhance workforce productivity, our solutions also simplify and automate processes, improve business-wide communication and drive workforce collaboration - enabling people to work more productively in today's mobile-first, cloud-first world.

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