Unstructured Data Sprawl

Over the last few years there’s been a growing concern with unstructured data, primarily due to organizations increasing the use of digital applications and services. Leading IT market research companies like IDC have been closely monitoring this trend. Based on their findings we can expect the amount of worldwide data that’s created, captured, copied and consumed will grow to 180+ zettabytes over the next 5 years (which reached 64.2 zettabytes in 2020). In line with the strong growth of data volumes, the installed base of storage capacity is forecast to increase, growing at a compound annual growth rate of 19.2 percent between 2020 and 2025. Unstructured data powers all types of applications and services but the nature of it makes it very difficult to know what data is relevant, and also what’s at risk.

Storage Challenges With Unstructured Data

Growing volumes of unstructured data become further challenging when it comes to storage, particularly with scaled-out, object storage architectures. Traditionally, object storage divides up the data into small chunks and spreads it around the hardware with no hierarchy involved like block or file storage. Each chunk of data acts as a discrete unit, and as a result simple APIs can be implemented and scale effortlessly. However, the drawback is that those objects cannot be modified once they’re written, thus presenting the challenge of reformatting those larger data sets. This is a problem for organizations and there needs to be a strategy to gain visibility into what data they have, where it lives, and automate ways to move data between edge, core, and cloud environments.
The Aparavi Platform & Quantum ActiveScale

The Aparavi Platform enables companies to know and visualize their data including impact of risk, cost and value they may or may not be exploiting today. With data intelligence and automation, users gain insights about their data placement and can take action to migrate data to storage repositories like Quantum’s ActiveScale s3 compatible storage to see cost and performance benefits.

These data actions give users the ability to copy, move, delete or even link all types of data based on the type of files that they are or what policy they would fall under (e.g. CCPA, GDPR, HIPAA, etc.). The target can be on-premises storage for data that cannot move offsite, or more cost efficient and available storage targets like ActiveScale. Aparavi can also improve storage consolidation on Quantum’s entire product portfolio by revealing hidden data, valuable data assets, and ROT (redundant, obsolete or trivial) data. Take advantage of over 140+ predefined classification policies or easily build custom classification policies. IT experts can then take bulk action by classification policy, reduce risk and cost and leverage your data further for business insights and new revenue streams.

Learn more about Quantum ActiveScale at: [www.quantum.com/object-storage](http://www.quantum.com/object-storage)
Learn more about Aparavi at: [www.aparavi.com](http://www.aparavi.com)