

# TITAN

## CONSULTING



## BIG DATA FORCES BIG DECISIONS! How to Tame Your Data Management Beast!

Data is exponentially increasing every day! According to EMC, the amount of data is doubling every year. By the year 2020, there will be an estimated 44 ZB; a zettabyte is  $10^{21}$  bytes.

Put another way, in the year 2013, a stack of tablets containing the world's data would stretch two-thirds of the way from the earth to the moon, about 160,000 miles. By the year 2020, the tablets containing this data would stretch to the moon and back 6.6 times or approximately 1.6 million miles.

How do you take charge of your data management beast? Or will you treat it like the US government treats the deficit and kick the can down the road?

Designing and implementing an enterprise data management strategy, also referred to as Information Lifecycle Management (ILM), is a tricky problem. In many companies, this problem does not get the priority it deserves. Excess and ill-managed data cost you time and money. Think about this the next time you perform a client copy or worst; you can't perform the client copy because it takes too long.

In the past, archiving was the answer. In some cases, archiving is still in your data management tool belt, but most likely, it is only one of many strategies and approaches to managing data.

One question many companies can't answer – "What is the value of my data?"

Here are some quick facts:

1. On average, only 15% of your data – all data – has value or is used
2. 1/3 of your data is temporary data – such as log files
3. Estimated cost of in-memory data is approximately 1 million dollars over three years



Here are three simple steps to help you assess and manage the value of your enterprise data:

- Update Your Enterprise Application Inventory List
- Forecast Your Data Growth
- Synchronize Your Plans With Your Applications Roadmap – Especially HANA

### Update Your Enterprise Application Inventory List

A portfolio of applications should already exist. Assess how each application fits into your Data Management strategy. This is usually quickly assessed based on owners, users, usage, and how digital business processes are impacting this application.

The outcome of this assessment becomes an input to your data management policies. You may be surprised by the overlap of applications and the hidden costs of redundant data that exists and becomes a quiet cost-driver – excess and redundant data does cost you time and money.

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## C O N S U L T I N G



### **Forecast Your Data Growth**

For your Enterprise Applications, forecast your data growth, consider how digital processes will impact these legacy processes. Adjust your forecasts for modern technologies such as IoT, Analytics, In-memory platforms, and the related impact on the stack.

In a recent article, we proposed guidelines on how to segment your data between Hot, Warm, and Cold data. See the recommendations from this article <https://www.titanconsulting.net/february-2018-03/>.

### **Synchronize Your Plans With Your Applications Roadmap – Especially HANA**

How often do you hear the phrase, "I will buy more storage!" Do you buy a bigger house when your garage is full of old clothes and furniture? No, you clean it up, get rid of unwanted stuff that does not add value and takes up space.

Why would you continue to buy more storage when your data volume is larger? You still need to perform some housekeeping – archiving activities – and get rid of the unworn items. Performing the design and implementation of a more complex enterprise data scheme is more costly and takes more time to get results.



If HANA is part of your Roadmap and it should be, it is important to put a strategy and plan in place to rationalize your data. You pay a premium for in-memory storage and carrying excess data increases your investment and lowers your ROI – more data, higher cost, less value, lower ROI.



Check the facts from above; you use only 15% of your data. Implementing a Data Management Strategy consisting of data tiering and periodic housekeeping will help you run more efficiently and economically.

Ask your hosting or cloud partner how they manage this for you. The answer you hear is they will implement your strategy or adopt their standard practice – who knows your data better than you?

Big Data does create cost, performance, and management issues for you. At a minimum, implement an archiving strategy and execute it. If you do not have an archiving or Data Management Strategy in place or need an experienced team to review your strategy, contact Warren Norris, [warren@titanconsulting.net](mailto:warren@titanconsulting.net) 972-679-5183.