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Data management reality check: IDC survey finds organizations need a more centralized data strategy

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Report suggests companies are failing to get full value from their data due to departmental approaches to data management

- Findings validate Commvault's view that organisations across Asia Pacific and beyond will struggle to realise business value of key data assets without a holistic data management strategy in place.

- Data is spread across different departments and locations on-premise, in third-party datacenters and in highly-virtualised environments. Key data management processes are often not well defined, managed or measured, leading to C-level concerns.

- Solutions that can enable end-to-end management, protection and access of all data assets are highly considered by CIOs in Asia Pacific, and supports the adoption interest on a global scale.

SYDNEY and TINTON FALLS, N.J., July 6, 2015 /PRNewswire/ -- **Commvault** **(NASDAQ: CVLT),** a leader in enterprise data protection and information management, today announced findings from a new IDC survey and whitepaper focused on how data silos within Asia Pacific organisations are limiting the ability to make insight-based decisions, resulting in increased IT costs.

A leader in enterprise data protection and information management

Commvault commissioned IDC to survey 600 IT decision makers across Asia Pacific and India to better understand how they can leverage data as a strategic asset, while minimising associated costs and risks. Although focused on a specific geographical location, the survey results are indicative of the common data management issues enterprises are facing around the world.

The findings, specifically around how disparate data management leads to increased costs and risk, echo the overarching concerns of CIOs globally. CIOs are in a prime position to prevent such issues and deploy the necessary solutions to set their organisations up for data management success.

Key findings of the IDC survey include:

- 40% of IT decision makers across APAC report that backup, recovery, data protection and analytics strategies are still managed at a departmental level.
- The top two data management challenges for APAC include demand for easier and faster data retrieval and exponential growth and complexity of data.
- 34% of Australian and New Zealand (ANZ) IT decision makers cited security as a major issue of data silos, compared to an average of 29% across APAC.
- 16% of ANZ IT decision makers stated that data silos are causing lower productivity and hindering the ability to collaborate.
- Cloud remains among the top investment areas for IT, however the key challenge when moving data to the cloud in ANZ (32%) and across APAC (21%) is ensuring secure and real-time synchronisation of confidential and business critical data to improve efficiency.

According to Bryan Stibbard, Commvault's Area Vice President for Australia and New Zealand, the report findings validate the necessity for speed and scale when it comes to managing business critical information.

"CIOs around the world face a common problem: their data management silos are creating bottlenecks that result in missed opportunities and prevent organisations from achieving the full value of their data as a powerful, strategic asset," says Stibbard, "By taking a more integrated approach to data management, they are able to more easily leverage new and more open technology like the cloud, while increasing information security."

The issues of data silos are highlighted by the shift towards what IDC calls the "3rd Platform," where businesses are increasingly focused on taking holistic views of their data in order to effectively make informed business decisions. The 3rd Platform approach presents significant opportunities for businesses to drive future growth and innovation and reinforces the risks in the departmental approach to data management.

Daniel-Zoe Jimenez, Senior Program Manager, Big Data, Analytics, Enterprise Applications & Social from IDC says, "In the 3rd Platform era, becoming a data-driven organisation is no longer a choice, but a necessity. Making decisions based on data-driven approaches not only increases the accuracy of results, but also provides consistency in how the results are interpreted and fed back into the business. This necessary shift in the way data is stored, managed and analysed requires organisations to move from departmental (or siloed) approaches when managing their data assets to an integrated data-driven culture."

The survey and whitepaper, entitled *"The Data-Driven Organisation: Unlocking Greater Value from Data and Minimising its Associated Costs and Risks,"* covered 10 countries: Australia, New Zealand, China, Hong Kong, Korea, Singapore, Malaysia, Thailand, Indonesia and India.

To download the survey and whitepaper, please visit: http://connectus.commvault.com/LP=1613

About Commvault

A singular vision — a belief in a better way to address current and future data management needs — guides Commvault in the development of Singular Information Management® solutions for high-performance data protection, universal availability and simplified management of data on complex storage networks. Commvault's exclusive single-platform architecture gives companies unprecedented control over data growth, costs and risk. Commvault's Simpana® software suite of products was designed to work together seamlessly from the ground up, sharing a single code and common function set, to deliver superlative Data Protection, Archive, Replication, Search and Resource Management capabilities. More companies every day join those who have discovered the unparalleled efficiency, performance, reliability, and control only Commvault can offer. Information about Commvault is available at http://www.commvault.com. Commvault's corporate headquarters is located in Tinton Falls, New Jersey in the United States.

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