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The South Africa 2020 Databerg Report

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The Databerg Report South Africa 2020

Executive Summary

South African business leaders are under pressure to cost-effectively and securely store and backup data, while still attempting to 'digitally transform'. Yet, lack of visibility of organizations' data and budgetary constraints are holding them back in the race to effectively manage and monetize their data.

The 'Databerg' is analogous to an iceberg, where the majority of mass hides below the waterline, unseen to the naked eye. Similarly, for a 'Databerg' the bulk of an organization's data sits below the surface. The Databerg comprises clean data, Redundant, Obsolete and Trivial (ROT) data, as well as dark data, which contains both clean and ROT data.

This year's Databerg report uncovers the data trends and issues lurking below the surface in South African businesses, comparing this year and last, and shows:

- The ROT is setting in for South Africa — ROT data has risen by 9% across all sectors
- Organizations expect to store over half, 51%, of their data in the cloud by 2021
- Reducing the cost of backup / recovery is the top factor driving the adoption of cloud services for 61% of businesses
- The C-suite is misinformed about organizations' disaster recovery reality
- South Africa is failing to reap the rewards of automation

Increasingly, organizations are looking to store data in the cloud in the belief it is cheaper, but will still need to maintain visibility of their data. This is even more important with ROT data — if they are just pushing the problem upstream to the cloud, they are essentially paying for data they don't need in a new environment.

IT leaders within South Africa need to gain clear insight into their organization's Databerg before rising data volumes become unmanageable. This is even more crucial at a time of economic uncertainty and poor returns from business technology investments.

Methodology

This research was conducted independently by Coleman Parkes, surveying 100 South African IT leaders across multiple sectors and job roles to gain insight into how South African organizations are handling the growing Databerg.

The ROT is setting in for South Africa ROT data rises by 9%

South African organizations have lost control of the Databerg. Redundant, Obsolete and Trivial data stored across South African organizations has risen by 9% from 31% to 40%. Last year, 59% of stored data was classified or tagged, this has dropped by 8% to 51%.

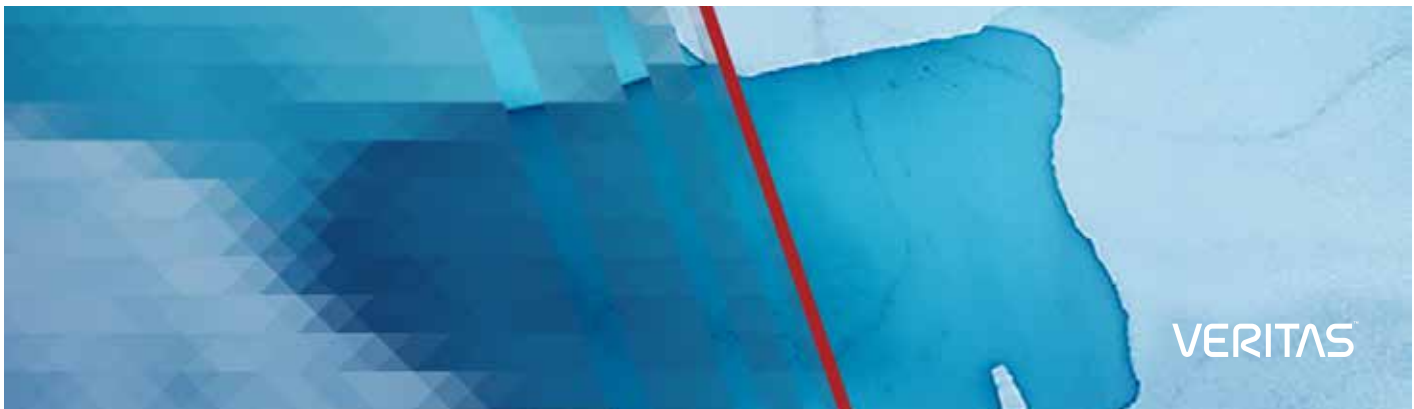
One of South Africa's largest municipalities, the City of Jo'burg grappled with a ransomware attack in October 2019. The current economic climate in South Africa has led IT leaders to deprioritize data management it seems. The Public Sector seems to have felt the biggest impact. Since last year classified or tagged data in the Public Sector has fallen dramatically by 16%, while ROT data has increased by 21%. Nearly half, 49%, of all data stored is now Redundant, Obsolete or Trivial.

ROT has not, thankfully, set in for all sectors — Utility firms have reduced ROT by 12% since last year, falling from 44% of data in 2019 to less than a third, 32%, in 2020. Classified or tagged data has also decreased slightly by 2% within Utilities from 59% last year to 61% this year.

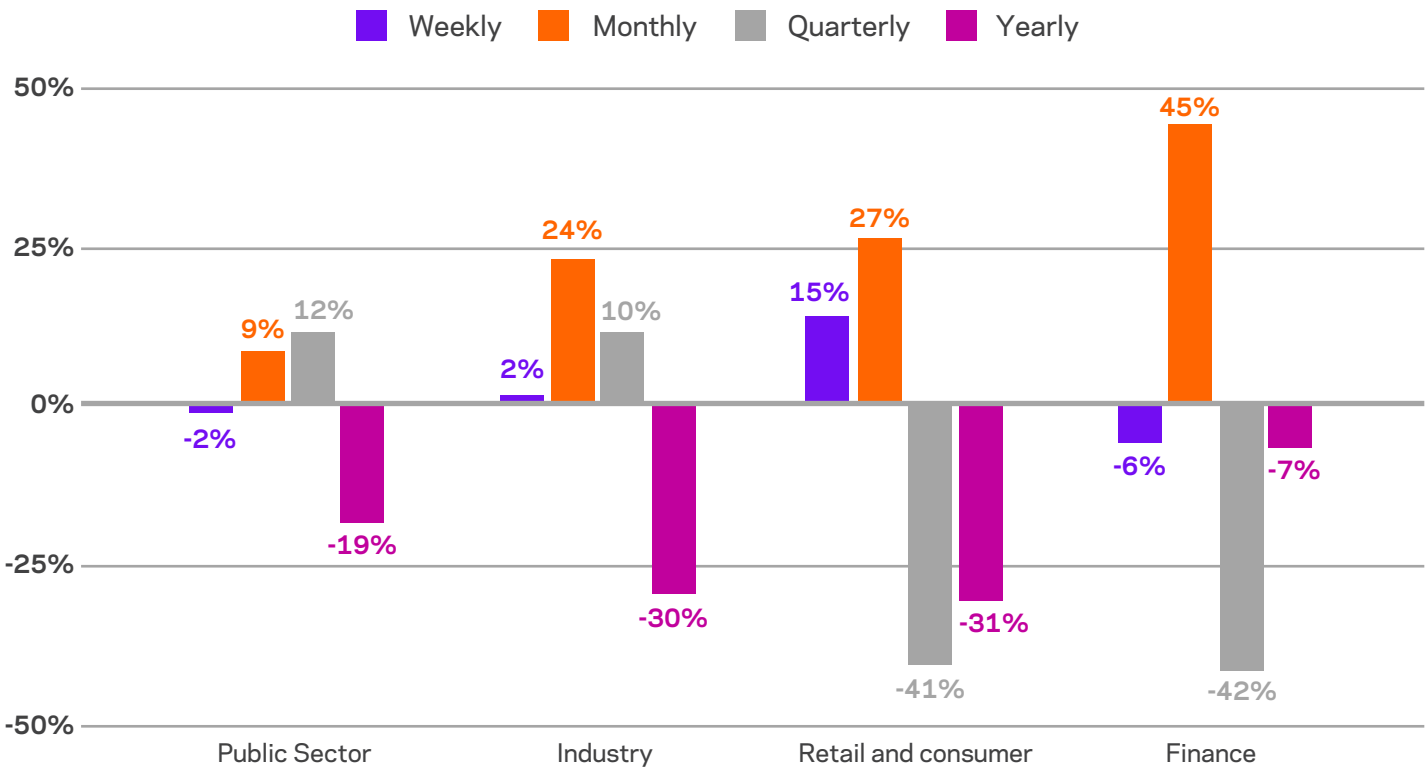
Weekly definitely, quarterly maybe ...

A major contributing factor to the growing Databerg is how frequently an organization's IT policy requires ROT data to be deleted. The results show the majority of organizations are improving the frequency of dealing with ROT. In this report, 33% of South African organizations delete data monthly, which is 18% more year on year from 15%, while the number of organizations deleting data yearly has declined by 11%. Conversely, less than a third, 32% of all South African businesses surveyed now delete ROT data quarterly, a decrease of 11% from 43% last year.

Looking at specific sectors, 45% of Public Sector organizations now delete ROT data quarterly, an increase of 12%, while 45% do so in the Industrial Sector, a 10% increase on last year. For these sectors, a lack of budget can impact processes and drive ROT data to increase. However, it's clear that storing data with little or no business value is unprofitable. Improvements were seen elsewhere with 45% of Finance organizations now deleting their ROT data monthly, whereas the Retail and Consumer Sector has taken this further with 25% of organizations deleting their ROT data weekly. Positive news for sectors where retaining customer data without cause can prompt damaging penalties from regulators.



The shift in ROT deletion from last year



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The ROT is setting in for South Africa

ROT data rises by 9%

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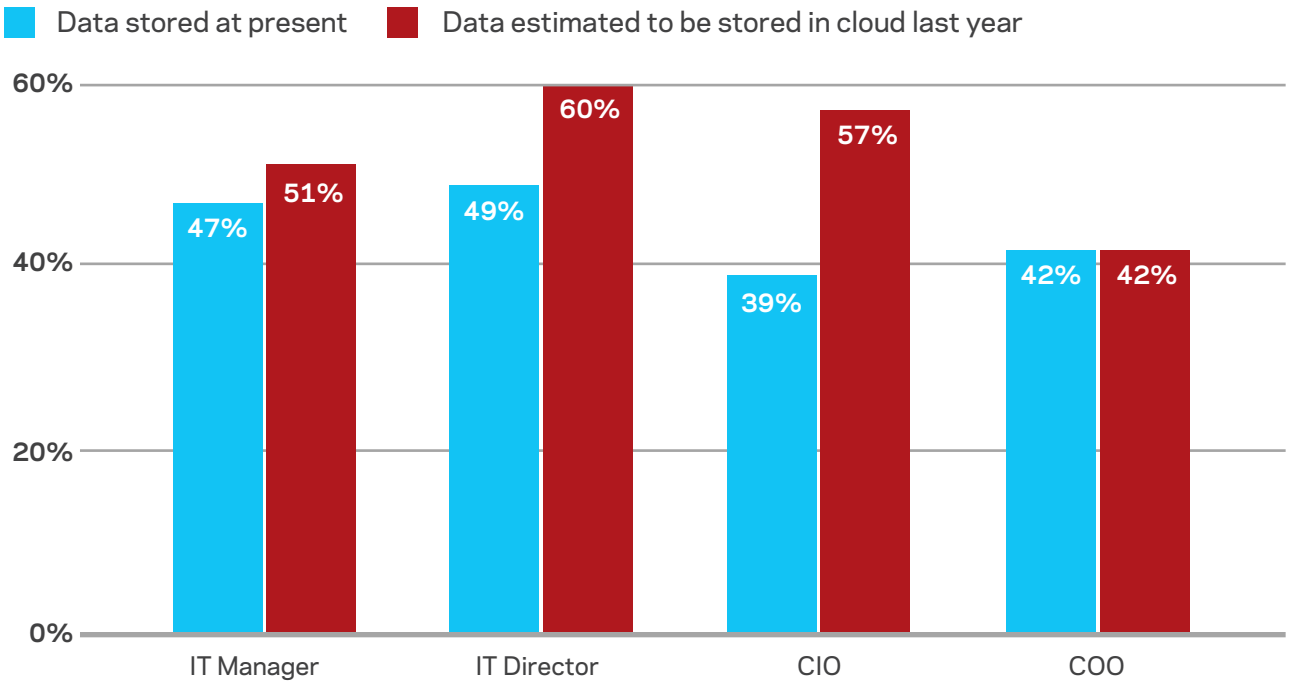
South Africa's CIOs face the cloud reality

Overall, the proportion of South African organizations storing data in the cloud has increased by 7% from 39% last year to 46% this year. Ambitious IT leaders now estimate they will store 5% more data in the cloud next year, amounting to over half, 51%, of all data being in the cloud by 2021, driven by a desire to cut back on recovery costs.

When it comes to predicting the future of cloud, CIOs in South Africa seem to be furthest off the mark in aligning predictions with reality. Last year, CIOs predicted a 14% increase in cloud usage from 43% to 57%, contrasting against a 4% decrease in actual usage from 43% to 39%, 18% below predictions. COOs in South Africa were the only job role to hit the mark - predicting a 9% increase in cloud usage from 33% to 42% last year. This year, COOs claim 42% of data is stored in the cloud.

Those closest to the IT function in South Africa, IT Directors and IT Managers, didn't predict cloud usage accurately. IT Directors last year estimated they would store 60% of data in the cloud and currently store 49%, underestimating by 11%. IT Managers were much closer, last year estimating 51% of data would be stored in the cloud by this year compared to 47% in actuality, meaning they overestimated by 4%.

South African CIOs miscalculated cloud estimations



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Leadership harbours outdated views on cloud responsibility

Cloud providers exempt themselves from all responsibility for the management of data, but South African companies risk a nasty surprise from a hack or cloud outage. 88% of all South African organizations believe managing data in the cloud is a shared responsibility; a massive 41% increase since last year from 47%. The onus should be wholly on organizations to backup and recover lost data, not the cloud provider, only 6% of South African companies believe this.

Looking to the C-suite specifically, they are most in the dark on cloud data responsibility; 69% of COOs believe ownership to be shared. 23% of COOs also believe cloud providers are 100% responsible while 100% of CIOs think managing data in the cloud is a shared responsibility.

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Reducing costs tops cloud adoption priorities

Cloud has multiple benefits, but the bottom line is top of mind in South Africa. Reducing the cost of backup/recovery is the main driver of cloud adoption at 61%, followed by reducing storage costs and reducing overall IT costs, taking joint second place at 55%. Expenditure continues to dominate priorities for cloud projects, as reducing disaster recovery services costs is cited by 54% of businesses and reducing the cost of Infrastructure as a Service (IaaS) is prioritized by 46%.

When it comes to the titles behind cloud decisions, Operations Directors are keenest on cloud delivering cost savings for backup and recovery, with 75% selecting it as a priority. On the other hand, IT Managers, CIOs, COOs and Heads of Department all prioritize reducing storage costs over streamlining backup and recovery.

Rewinding to tape

The most cloud-averse businesses operate within the traditional sectors. 40% of Industrial, 35% of Finance and 30% of Public Sectors are storing data long-term on primary disk devices. The Industry Sector has also made the most dramatic U-turn on cloud plans. Last year, 53% of Industrial organizations looked to store data for long-term in the public cloud while this year only 20% plan to do so, a decrease of 33%. These sectors have also been increasing investment in tape storage, rising by 14%, for Industry and Finance Sectors and 11% for the Public Sector. With such a tough time experienced by these organizations recently, it will be interesting to see if shoring up security in the long-term will win over short-term cost-cutting goals.

While over a third, 35%, of South African organizations plan to store data long-term in the public cloud, nearly another third, 32%, will continue to store data on primary disk devices. Surprisingly, 16% of South African organizations are storing data on Tape devices; a 6% increase since last year.

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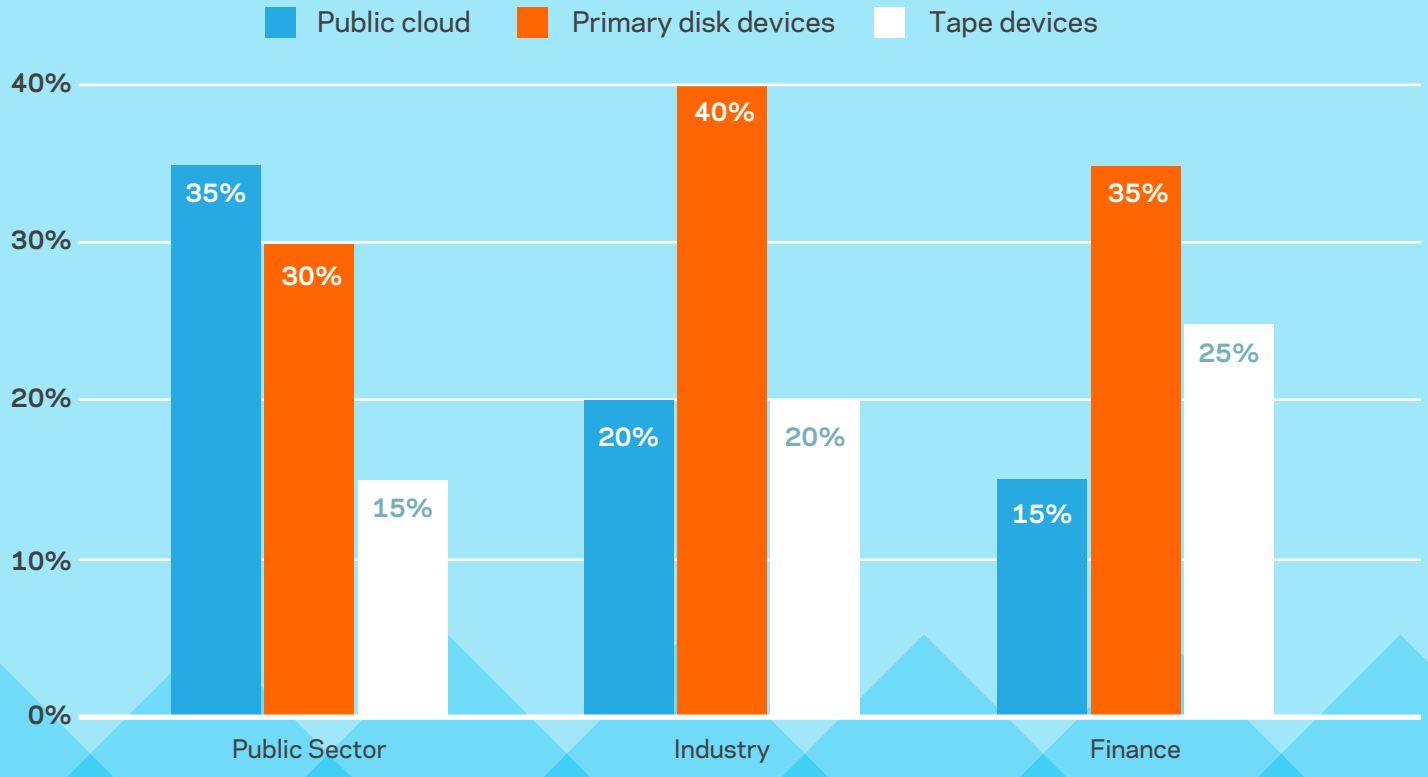
Reducing costs tops cloud adoption priorities

Storage trends across South African organisations



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C-suite is misinformed about disaster recovery reality

In South Africa, rising cloud costs, safety concerns and an increase in cyber attacks, including City of Joburg's ransomware attack, are forcing IT leaders to assess their levels of preparedness. Just 44% of South African organizations believe they have a backup and recovery plan that can resolve attacks in the same week, while 32% claim to have a backup and recovery plan and can resolve attacks in the following few days. Only 2% of organizations in South Africa believe they can resolve an attack within a couple of hours.

Within companies, IT Directors and Heads of Department are most realistic about their organization's backup and recovery plans in the event of a ransomware attack. Those in hands-on roles predict they have a backup and recovery plan which can resolve attacks in the same week — Heads of Department are the most cautious with 60% claiming to resolve within the same week, IT Directors follow suit with 52% believing they can recover in the same week.

30% of COOs believe their organization can resolve attacks on the same day, or in a couple of hours. This is supported by 27% of CIOs who believe attacks can be resolved on the same day. 5% of Operations Directors still do not have a backup and recovery plan in place, but are planning to implement one. These overall results highlight how South African executives are overly optimistic when it comes to bouncing back from ransomware and other attacks.

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South Africa fails to reap 'automation' rewards

When it comes to reporting backup, storage and virtual infrastructures, automation has improved the process for the majority, but manual methods are still taking up too much precious time. The highest proportion of South African organizations surveyed, 41%, centrally manage and automatically consolidate reporting. However, a quarter, 25%, still rely on manual processes, consolidating from different systems periodically to a central report.

Despite the volume of data needing to be stored and the ubiquity of repetitive processes, the majority of Finance firms, 45%, still use manual processes. Alarmingly, 10% of Industry and 5% of Public Sector organizations take a distributed management approach with no central reporting capabilities, manual or otherwise. While this deviates from best practice, this could be the potential result of reduction in government funding impacting business processes. The Utilities Sector takes the lead with 65% of organizations using automation to centrally manage and consolidate to a central report.

More automation, less human error

Central reporting using automation also seems to be a trend taken up by smaller organizations in South Africa; 50% of organizations with 500 to 1,000 employees and 44% of those with 1,001 to 3,000 employees manage reporting to a central system automatically. Within larger organizations with 3,001 to 5,000 employees, the majority, 36%, manage central reporting via manual consolidation periodically from different systems to a central report.

Due to lack of budget, South African IT leaders are implementing manual processes over automation to measure and report on cloud service costs and chargeback across various business units.
The majority of South African organizations, 58%, regularly use manual processes for this practice. Although organizations small and large alike have manual processes in place, larger firms stand to benefit more quickly from greater resource and efficiency savings using automation.

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HOW CAN VERITAS HELP?

The mission of Veritas is to enable organizations of all sizes to leverage the truth in their information — their most important asset — their **DATA**.

Using the Veritas platform, customers can accelerate their digital transformation and solve pressing IT and business challenges including multi-cloud data management, data protection, storage optimization, compliance readiness and workload portability — with no cloud vendor lock-in.

Ensure predictable **Availability**, application resiliency and storage efficiency across multi-cloud, virtual and physical environments.

Protect your enterprise from the unforeseen and ensure your data is always secure, compliant and available, no matter where it resides.

Gain **Insights**. What you can't see, you can't access or extract any value from. Through automation you are able to classify and retain your important data and defensibly delete ROT from your organization. Implement a workable, defined information governance strategy from the C-suite downwards, encouraging compliance and mitigating risks.

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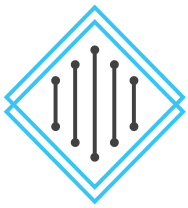

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NetBackup
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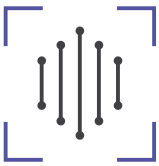
CloudPoint
SaaS Backup
Desktop and Laptop Option
System Recovery
Appliances: Access; Flex; NetBackup
Predictive Insights



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