



## Why This Matters

- To get the most out of their data at the lowest TCO, organizations should gain visibility into the hidden costs associated with storing and managing unstructured data.
- The cost of managing unstructured data varies between \$4/GB and \$100/GB depending on the type of storage, the number and salaries of administrators, and the criticality of the data, and whether it is subject to compliance mandates.
- A top down assessment of the business value of your unstructured data is a great way to start reducing costs. This approach can help identify the risks associated with dark data and the hidden costs associated with redundant, obsolete, and trivial data (ROT).

Source: ESG White Paper, *The Cost of Managing Unstructured Data*, March 2016

This InstaGraphic highlights results from an ESG White Paper commissioned by:



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