

WHAT HAS DARK DATA GOT FOR YOU?

Businesses and customers generate 2.5 exabytes of data every day. The vast majority of this is unstructured.

Here's all that you're missing.

Discover more

UNSTRUCTURED DATA = UNREALISED OPPORTUNITIES

3 tips to help uncover dark data:

- **Identify sources of dark data and create a data management strategy**

Emails, instant messages, calls or system logs could be dark data. Consolidate them to formulate a data management strategy.

- **Enforce data-management policies**

Make it part of your information governance strategy and keep updating it.

- **Deploy the right technology systems**

Integrated business management systems make it easier to manage and analyse data from different sources.

86% of Earth's species are still unknown.
80% of worldwide data will be unstructured.
Iron Mountain cares for both.

UNSEEN DATA = UNEXPECTED RISKS

You can't protect what you don't see. Dark data poses:



Regulatory risks



Reputational risks



Intelligence risks



Sustainability risks

- **Always-on data encryption to all assets**
Archives of backups and emails are most susceptible to attacks.

- **Implement compliance policies for dark data**
You could end up holding data for longer than GDPR laws allow you to.

UNTAPPED DATA = UNFULFILLED RESPONSIBILITIES

Access to the right data can help tackle the challenges of sustainable decision-making.

Consider factors like:

- Responsible IT waste disposal
- Energy use and source at third-party data centres
- System log data
- Customer interactions

UNEXPLORED DATA = UNUTILISED POSSIBILITIES

Financial services firms can take better lending decisions by:

- Collecting and analysing the data generated by internet-connected devices at homes.
- Using AI to spot patterns and anticipate future events.

UNDISCOVERED DATA = UNCHARTED GROWTH

By leveraging the full power of data, you can:



Become more sustainable: economically, societally and environmentally.



Respond quickly to challenges and uncertainty.



Tackle soaring volumes of data in a compliant and secure way.



Align financial services with evolving customer demands.

UNCOVER WHAT YOU'RE MISSING

Get a deeper understanding of dark data and what it holds for you with our eBook - **Smart and Secure Data Management in a Circular Economy: From Dark Data to Insights.**

Get it now

