

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

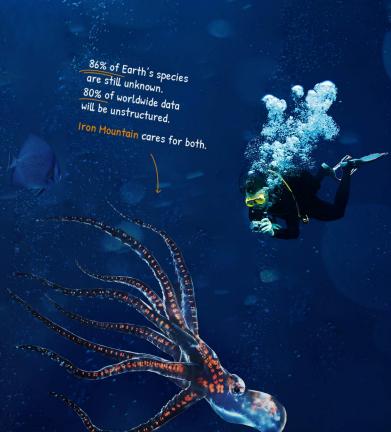
Emails, instant messages, calls or system logs could be dark data. Consolidate them to formulate a data management strategy.

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.



UNSEEN DATA = **UNEXPECTED RISKS**

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









risks

risks

Regulatory Reputational Intelligence Sustainability risks 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.



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



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:



economically, societally and environmentally.



to challenges and uncertainty.



of data in a compliant and secure way.



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

