

DataIQ

Take control of your unstructured data

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Data is transforming every industry

Economic value of **digital assets** continues to rise...

Digital assets
will comprise

50%+

of **global GDP**
by 2023¹

Data

101010
010101
101010

...leading to new sources
of **competitive advantage**

Software



¹IDC FutureScape: Worldwide IT Industry 2020 Predictions: October 2019, IDC #US45599219

Unstructured data growth trends

RAPID DATA GROWTH



3x

growth of file and object data capacity from 2019 to 2023¹

MAKING SENSE OF DATA



643

EXABYTES of file and object data will have to be **managed** by 2023¹

SHIFT TO HYBRID & MULTI-CLOUD



85%

of enterprises will adopt a hybrid **multi-cloud** environment by 2022²

¹IDC Market Forecast: Worldwide File and Object-Based Storage Forecast, 2019-2023, Dec 2019

²IDC Perspective: The Evolving Market for Enterprise Storage: Hybrid Cloud, NVMe and Software Defined are the Next Wave, Nov 2019

Data sprawl leads to data silos

EDGE



PRIVATE
CLOUD



PUBLIC
CLOUD



Data creation occurs
everywhere in silos

Enterprise data management challenges

- Can't find relevant data
- Dark or duplicate data
- Capacity/performance pressure

- No data visibility
- Limited data mobility
- Inability to rehydrate data



- Disparate storage
- Inconsistent placement
- Project isolation
- Capacity limits
- Performance bottlenecks
- No visibility into system events

No data insights

High storage TCO

Limited collaboration

Heavy reliance on IT

Do you have the answers?



Do you know **what**
data you have?



Can you justify
storage **costs?**



Is the data on the
right platform?



Can you **view** data
on a **single pane**
of glass?

DataIQ

TAKE CONTROL OF
UNSTRUCTURED DATA



Discover



Understand



Act

EDGE



PRIVATE
CLOUD



PUBLIC
CLOUD



Unified solution for **storage monitoring**
and **dataset management**

Single pane of glass visibility across
heterogenous storage environments

A **growing plugin ecosystem** enables end-
user customization and data movement



DataIQ

Utilize an **External API**

Monitor **Storage health**

Analyze **performance** and **usage trends**

Forecast future **capacity needs**

Meet **SLA requirements**

DataIQ Storage Monitoring UI



STORAGE MONITORING

DATASET MANAGEMENT

EDGE

PRIVATE
CLOUD

PUBLIC
CLOUD

DatalQ Dataset Management UI

DatalQ

Gain **cross-platform** visibility

Tag, track, analyze and **report** on data

Facilitate **consistent data workflows**

Act on **unique insights**



FILE



OBJECT



DataQ

UNLOCKING THE VALUE OF
DATA IN 3 PHASES



DISCOVER



Locate data across all unstructured systems across multiple, disparate storage solutions via a single unified tool

UNDERSTAND



Gain deep insights into data characteristics, classify it with customizable tags and perform advanced system analysis

ACT

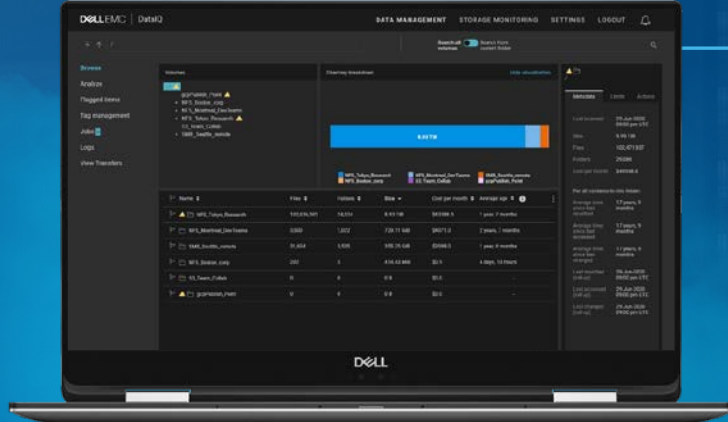


Empower end users to mobilize and manage their own data and optimize their storage environment.

Locate data anywhere, across billions of files & objects

- Locate relevant data **in seconds**
- Run fast search across **multiple platforms**
- View all data on a **single-pane-of-glass**
- Identify **siload** or **orphaned** data

DataIQ Dataset Management UI



Create a unified data map across heterogenous storage platforms



Dell EMC Storage



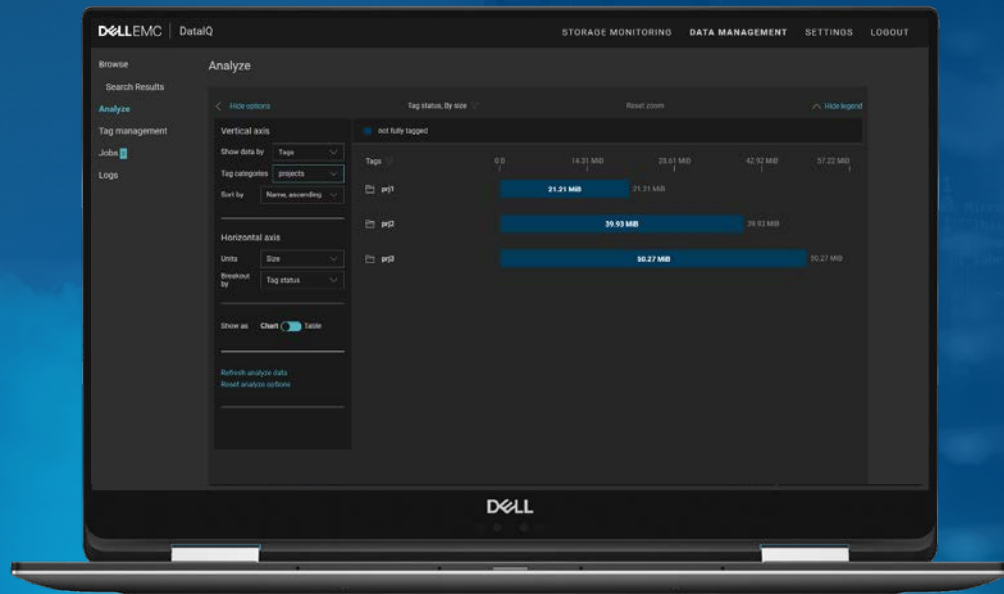
3rd Party Storage



Public Cloud

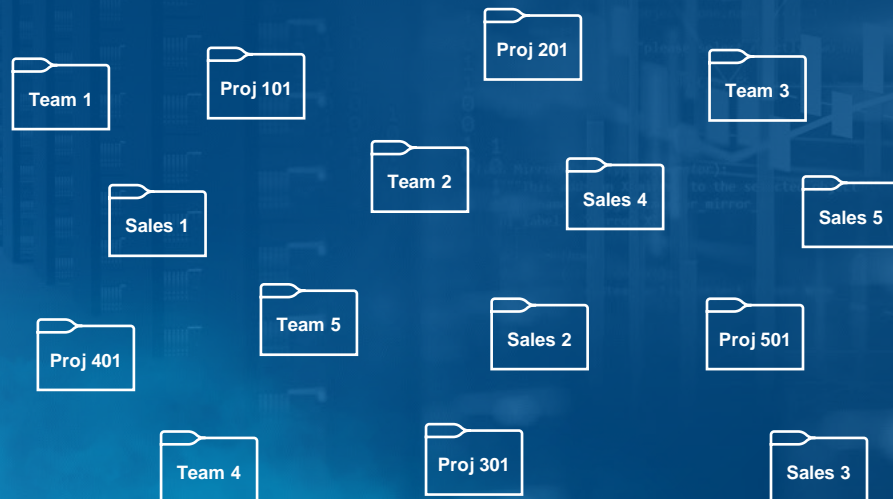
Gain actionable data insights

DataIQ Dataset Management UI



- Logically organize data—via custom tags—based on **unique business context**
- Understand storage costs** and placements; discover and correct dataset inconsistencies
- Generate **reports with charge-back/show back** by dataset

Data disorganization across the enterprise landscape

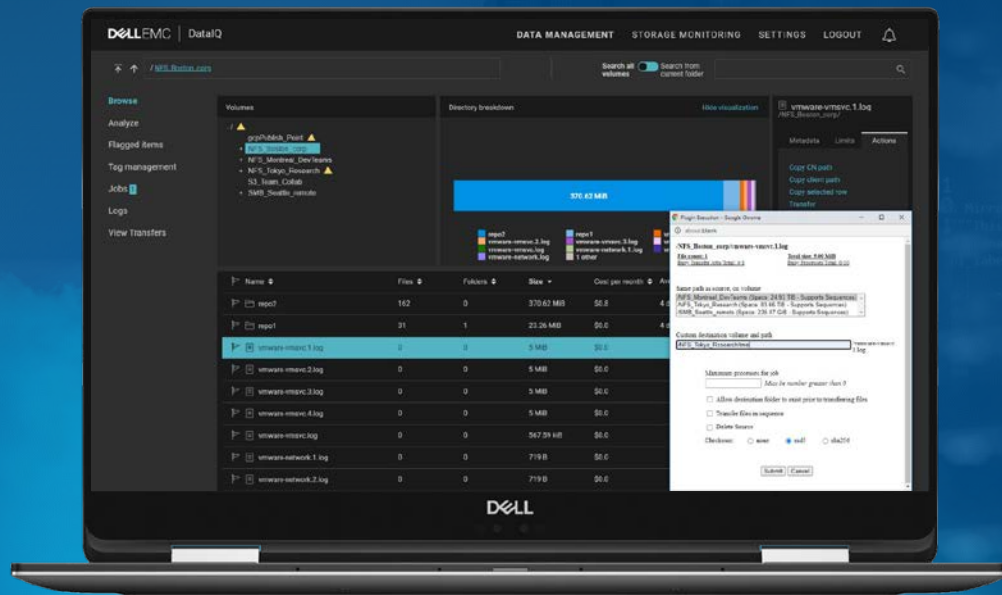


Organize the environment, report the results



Act on data insights

DataIQ Dataset Management UI

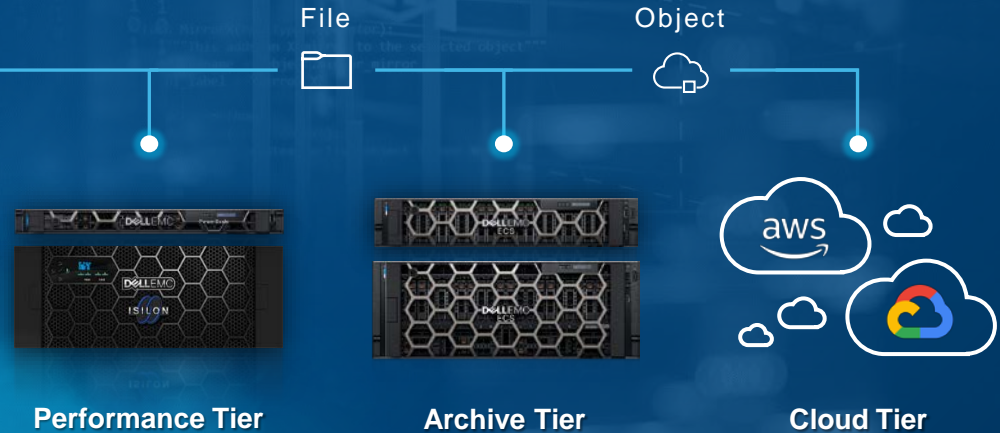
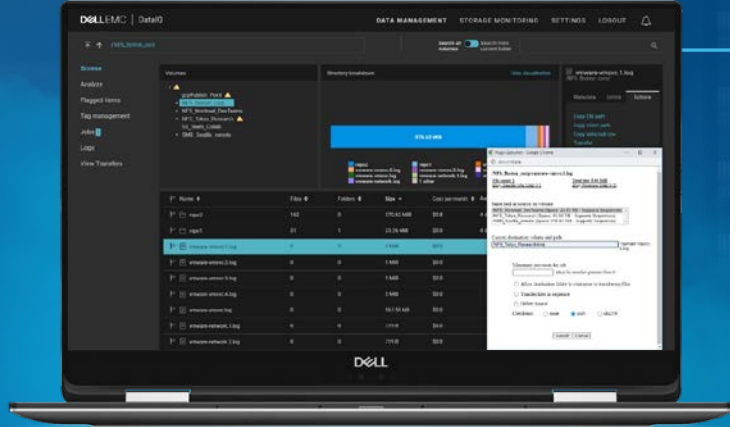


- Empower end users to **mobilize and manage** their own data
- Move data on-demand**, file to object and back, and optimize the storage environment
- Accelerate and democratize **data lifecycle management**—analysis, archival, data rehydration, etc.
- Utilize an **advanced plugin ecosystem** to do more with data

Move data to the optimal location

- Precisely **move data on-demand**
- Transfer between **archive** and **performance tiers**
- **Cross protocol** movement
- File → object, object → file, file → file

DataIQ Dataset Management UI



Bridging the IT and business gap

Content creators and business users are empowered to manage their own data

- ✓ Search rapidly
- ✓ Locate missing files
- ✓ Move data on-demand
- ✓ Delete duplicates
- ✓ Generate reports and keep record



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