



# Dynamic Data Remediation

Take control of your data to increase  
compliance and security, while  
reducing risk and cost

## Storing data isn't just an IT problem

It's becoming increasingly hard to manage the amount of data being produced today whilst meeting regulatory requirements. As a result, storage costs continue to increase.

Right now, organisations are facing a huge task:

- > Lowering operational IT infrastructure costs
- > Knowing the value of specific data sets
- > Having access and search capabilities across all data
- > Assessing risk within company data

## A closer look at these challenges reveal:

### The true cost of data management

Storing ROT (redundant, obsolete, and trivial) and duplicate data creates clutter and search inefficiencies. Research shows that [less than two percent of information is accessed after two years](#), making storing that data particularly wasteful and costly.

Many companies pay the same amount to store valuable records with high-security requirements as they do to store irrelevant ones. Without insight into what your company keeps and why, it's likely that you're paying too much for data storage.

**58% of all unstructured data is either duplicated or redundant**



## Exposure to financial and reputational risk

Organisations are putting themselves at serious risk of non-compliance if their data does not meet regulatory requirements. By not knowing where information is stored, why it is stored, and who has access to it, there is no way to gauge the extent of this risk. Non-compliance can lead to legal ramifications and have consequences on company reputation.

## Inefficiencies in data management

With massive amounts of data being created every year, documents are not always categorised or filed correctly. If this goes unaddressed, organisations can face lengthy data retrieval processes and lost time and resources. This can result in decision makers not having all the information, at the right time, to deliver business objectives.

## How are organisations currently tackling these issues?

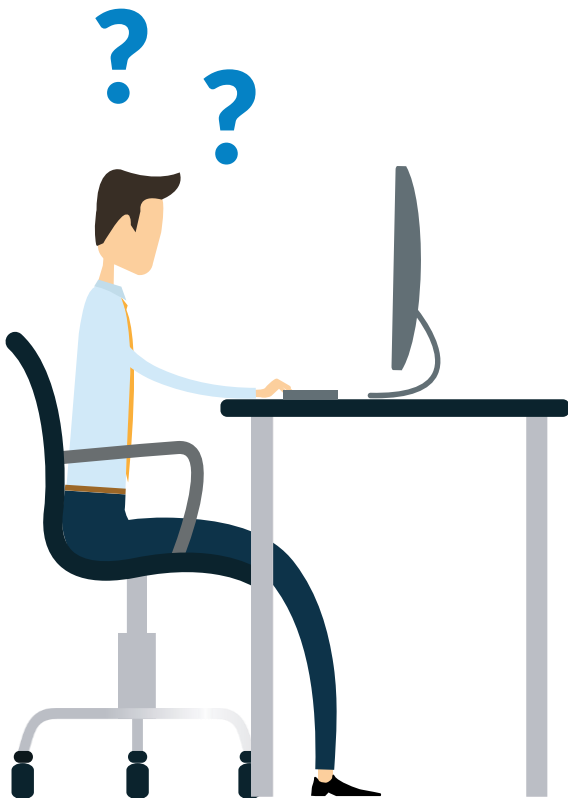
1. **Ignoring the issues.** For many, it seems easier to buy more on-premise data storage than to optimise and consolidate their platforms
2. **They move *everything* to Cloud to reduce costs.** However, if this content goes untreated, businesses still lack efficient data management and continue to be exposed to legal risk
3. **They start using Cloud *but* leave data behind.** Pressure to adopt a 'Cloud First' approach makes them move, without giving consideration to legacy data often contained across multiple locations



To fully leverage the benefits of Cloud, organisations should place the same level of importance on their data as they do on their applications. New legislation, such as the GDPR, will force organisations to rethink the strategies listed above.

## Your data problems, solved

How can these challenges be addressed?



- > Find and profile all content stored across departments
- > Remove ROT and duplicate data to reduce data storage costs and decrease search time for useful content
- > Quickly and safely transfer valuable data to the most appropriate, lowest-cost storage solution, whether Cloud, on-premises, or both
- > Automatically enforce applicable legal data governance across all content to reduce legal and reputational risk

With Automated Intelligence, unlimited amounts of historical and current data can be dynamically restructured and analysed:

- > To understand its value to the organisation
- > To apply governance policy automatically
- > To increase security
- > To store it cost-effectively



## How AI.DATALIFT from Automated Intelligence can transform the way you manage data:

### Build a case for change

We profile your data; providing a report that identifies where potential cost savings can be made and offers insight into how data quality can be improved. This will help you to develop a watertight business case, changing the way your organisation thinks about data to become more effective, productive, and legally compliant.

### Prepare for change

We accurately cleanse, categorise, and consolidate your data in line with your corporate policies. To do this, we'll help you calculate exactly what is cost effective and compliant and fits within the security profile of both your data and your organisation. Finally, we'll help you cleanse your existing platform or migrate your data to a new environment which can be hosted in Cloud, on your premises, or both.

**Managing data on-premise is up to five times more costly than in Azure**



### Deliver change effectively

Once your data has been cleansed and reorganised, we make sure it is made easily available to you through your existing applications, like Microsoft SharePoint and Office 365. This makes it much easier to govern your data and provide the proof you need for compliance. It will also help the staff who need to interrogate your data to generate much greater analytical insight in real time.

Leverage the benefits of Microsoft Azure

**AI.DATALIFT offers savings of up to 70% per terabyte of data stored over five years**



Automated Intelligence can help enterprise organisations address the practical issues of moving to Cloud. Our proven track record demonstrates that we can:

- > Save companies time and money
- > Decrease legal and reputational risk
- > Increase business productivity

As part of our data discovery process, out-of-the-box dashboards facilitate data-driven conversations for business information owners. This helps them understand the value that the data is bringing to the organisation, ensuring the correct actions are applied so that information is governed appropriately.

Powered by Microsoft Azure, AI.DATALIFT can safely transition and migrate any global organisation's data to Cloud.

Please get in touch to find out more about how Automated Intelligence and AI.DATALIFT can help your organisation.

**Get in Touch**