Unstructured Data Is the Largest Untapped Source of Value in Your Organization

Why all this unused data?
Without an efficient way to make use of it, object storage was viewed as a cost burden for compliant, archive, Tier 2 or cold data.
But not anymore.

80% of data is unstructured (growing at an exponential rate)
<1% of unstructured data is used

New Uses of Unstructured Data Create Opportunity and Value

Make Better Decisions Faster
Technology advancements create new ways to access data for better decisions making.
- Enable new applications
- Expose more data
- Layer user privilege range of tools
- Use data locked in inactive apps

Drive More Revenue
Greater, faster access to data can turn unstructured data into a revenue driver.
- 10% increase in unstructured accessibility
- $65M in income through new revenue streams

The Four Key Pillars To Fostering A Data-Driven Culture

Access the Full Potential of Your Unstructured Data

With new revenue-generating opportunities and workloads reliant on unstructured data, it’s time to maximize your infrastructure advantage with object storage.

Unlock the Value in Your Unstructured Data

Explore Solutions >

Hitachi Vantara

Learn more about how the latest object storage solutions from Hitachi Vantara deliver the speed and performance you need to unlock the value of unstructured data.