

DATA EXPLOSION IN INDIA – TRENDS AND CHALLENGES

Submitted to: NetApp

Submitted by: The Nielsen Company

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Objective Of The Research



Business Objective

NetApp aims to redefine how organizations look at their storage and data management solutions. It aims to move storage and data management away from the domain of only the IT/Tech department in the organisation and highlight the challenges of data explosion and its impact on organizations. By establishing the relevance of the storage and data management to the Indian economy, NetApp aims to build equity among strategic thinkers within the “C” level audience and position itself as a thought leader in the category.

Research Objective

The market research report is expected to be used as a reference source for any media that would cover the category. Accordingly the objectives of the research are be as follows.

- To understand the the trend of data explosion in India and the challenges caused thereof
- To understand storage related challenges and their impact on organisations

Sample Size

The following is the sample size* and the definitions based on which all analysis has been conducted:

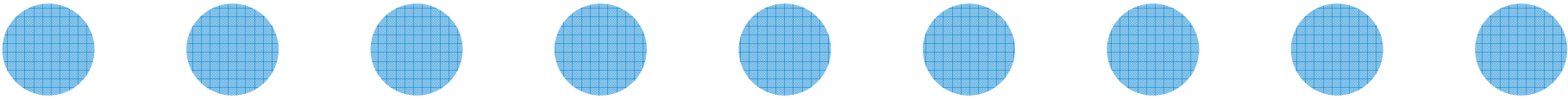
Size of Enterprise	Sample Size
Super Large <i>(having more than 1000 employees)</i>	94
Large <i>(having 700-999 employees)</i>	196
Medium <i>(having 300-699 employees)</i>	242
Total	532

City	Delhi	Mumbai	Bangalore	Chennai	Hyderabad	Pune	Total
Sample Size	126	168	70	69	49	50	532

Vertical	Automotive	BFSI	IT/ITeS	Manufacturing	Pharma	Media and Entertainment	Total
Sample Size	126	168	70	69	49	50	532

* Interviews were conducted with CIOs/ IT Managers

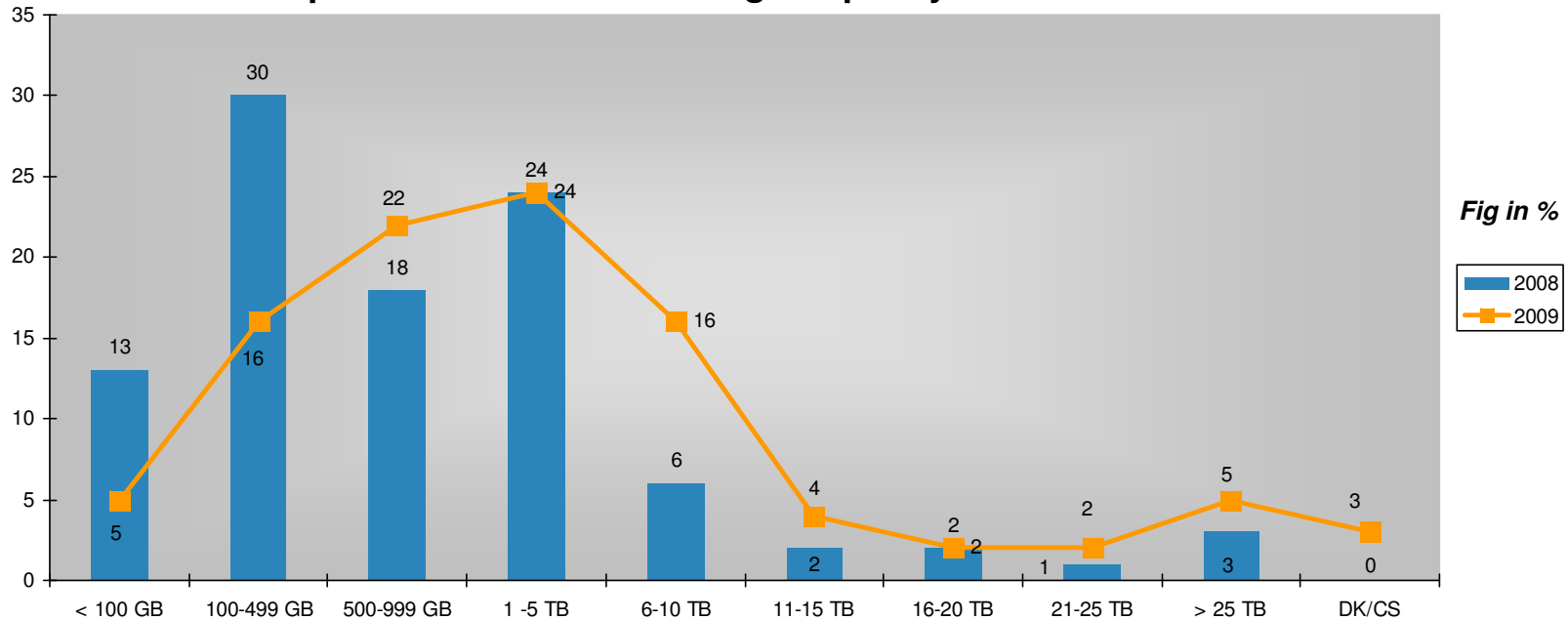
Installed Storage Capacities and Expected Growth



Installed Storage Capacity Expected To Increase In 2009

[Jump to detailed charts](#)

Comparison of Installed Storage Capacity in 2008 and 2009



- There is a clear indication of a planned increase in storage capacity across all organisations interviewed. The sharp drop in the number of organisations who have a current installed storage capacity of less than 500GB and the growth in 500-999GB range and the 6-10TB range clearly highlights the trend of organisations planning an increase in the installed storage capacities.
- This increase in storage requirement across all respondent organisations suggests the eventual need for deploying solutions to optimize storage costs, revisiting and updating storage policies and checking security and access control systems in order to ensure seamless integration and minimal financial impact of the increased capacity.

Base : 532

Installed Storage Capacity Expected To Increase In 2009



By Vertical

- The Pharma vertical is expected to see a jump from 7% to 14% in the number of organisations who have storage capacity greater than 10TB in by 2009 suggesting a massive upgrade of storage capacities.
- This expected increase may have been prompted by rapid adoption and deployment of enterprise applications by Pharma organisations among other factors.
- Most organisations, however are seen to increase their storage capacity in the range of 6-10TB.

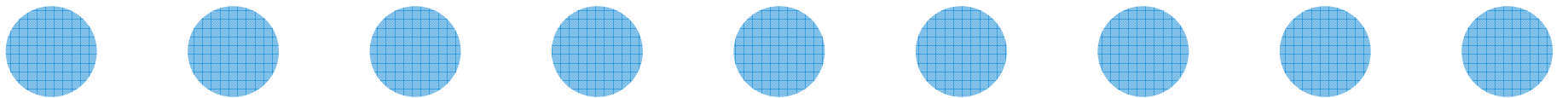
By City

- The number of organisations who have an installed storage capacity in excess of 1TB in Mumbai, is expected to jump from current 35% to 52% in 2009 suggesting major storage upgrade plans of organisations in the coming year. There is a definite shift of organisations having storage capacity of 100GB - 499GB into higher ranges of 500GB - 1TB and 1TB - 5TB suggesting storage capacity expansion plans.
- The proportion of organisations having a storage capacity in the range of 6-10TB in Pune is expected to grow from 4% in 2008 to 34% in 2009

By Size of Organisation

- Majority (57%) of the medium sized companies have an installed storage capacity less than 1TB. In comparison, majority (49%) of large as well as super large sized organisations have an installed capacity between 1TB to 10TB.

Business Challenges Faced due to Data Growth

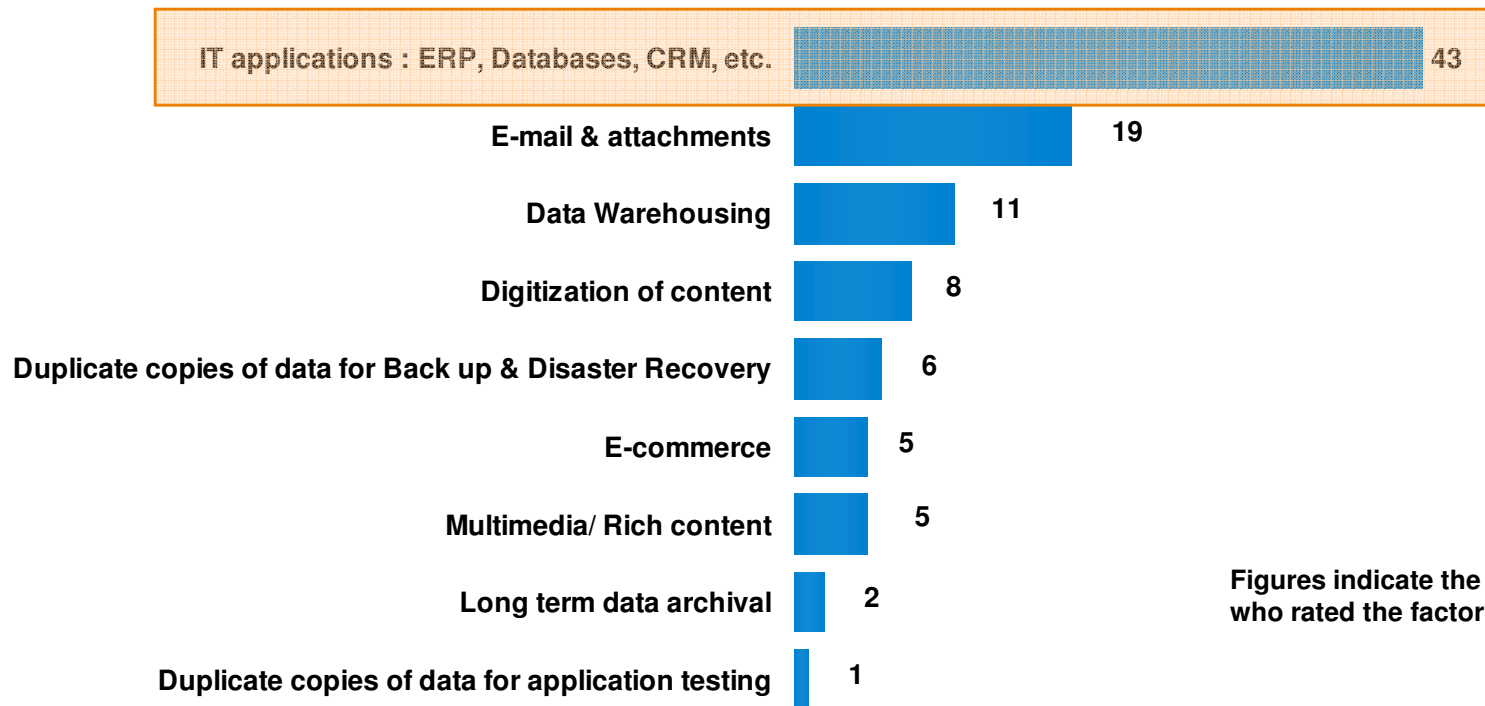


IT Applications Are Chief Sources of Rapid Growth Of Data

[Jump to Detailed Charts](#)

Leading Sources of Growth of Data

Fig in %



Figures indicate the % of organisations who rated the factor as Rank 1

- The deployment of IT applications such as ERP and CRM has ensured that organisations have to continuously monitor and upscale storage capacity to meet the continuously increasing storage requirements. IT applications have emerged as the single most critical factor of growth of data in organisations. This factor can be expected to continue to be a critical factor in the future given the large volumes of transactions that are recorded everyday by this category of IT applications.
- Long term archival of data to meet regulatory requirements and duplicate copies of data created for backup and providing for disaster recovery are considered to be the lowest contributors to data growth by IT managers.

Base : 532

IT Applications Are Chief Sources of Rapid Growth Of Data



By Vertical

- IT managers from BFSI (53%) and Manufacturing (48%) are particularly challenged by the rapid data growth brought about by IT applications such as market analysis software, recording stock trackers, customer databases, production management software etc.

By City

- IT applications as sources of data growth are most critical for IT managers in Bangalore (63%) and Chennai (67%). This challenge can only be expected to increase in the future considering the growing concentration of organisations in these cities especially from IT/ITeS vertical.
- IT managers in Hyderabad (37%) are significantly more challenged with the task of managing email and attachments than their counterparts in other cities.

By Size of Organisation

- Super large (54%) and large sized organisations (46%) cite IT applications to be the major source of data growth as compared to medium size organisations (36%). This can be attributed to either easier management of IT applications for businesses or lower levels of adoption of IT solutions for medium size organisations.

Maintaining 24x7 Access to Data is the Key Challenge caused due to Data Growth



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Key challenges caused due to data growth

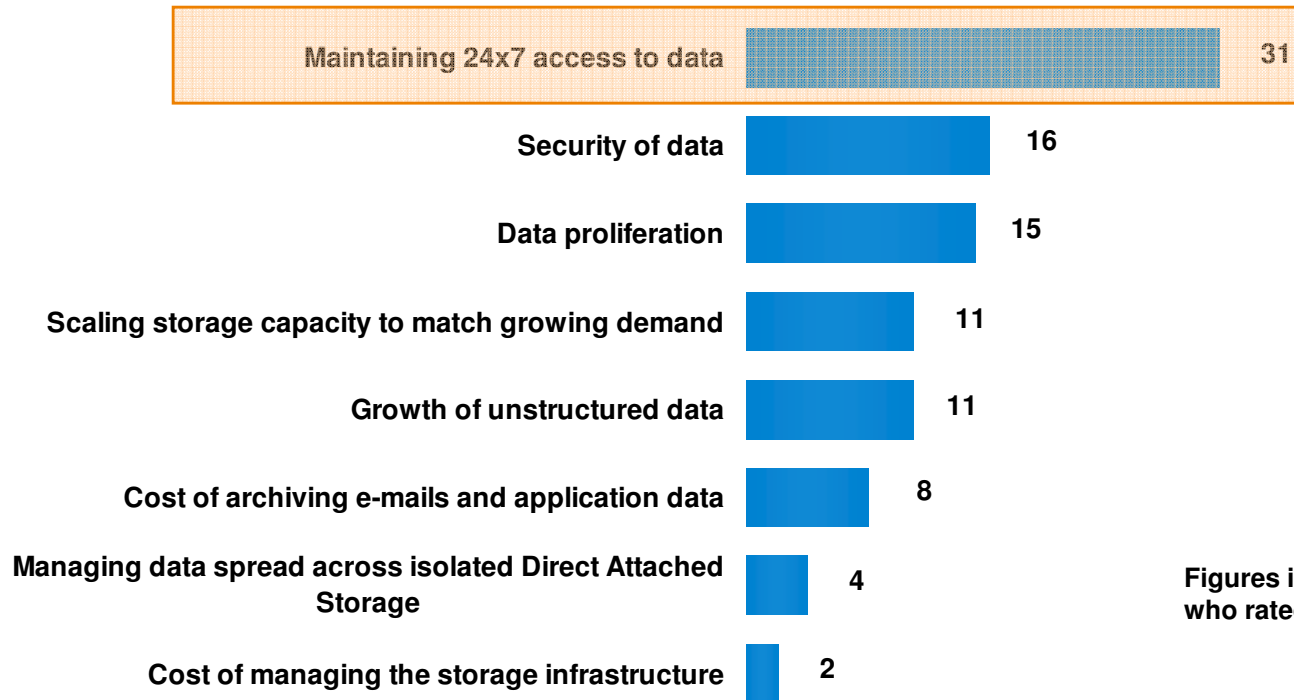


Fig in %

Figures indicate the % of organisations who rated the factor as Rank 1

- With large amount of data being continuously generated by ERP, CRM and other enterprise level applications, replicating the same at cost efficient intervals to meeting data recovery objectives and ensure business continuity in case of downtime becomes a challenging requirement. This challenge becomes especially critical in case of mission critical processes supported by IT applications such as production control, stock trading etc.
- Ensuring security of data and controlling data proliferation are other critical challenges caused due to data growth in organisations. These factors pose a unique challenge for IT managers since much of the ability to control and monitor these factors lies with the employees in the organisation. The existence of policies to prevent security gaps and proliferation may not always ensure compliance by the employees.

Base : 532

Maintaining 24x7 Access to Data is the Key Challenge caused due to Data Growth



By City

- Maintaining 24*7 access to data (31%) is the most critical challenge caused by rapid growth of data for respondents. 49% of IT managers in Hyderabad consider this to be the most critical challenge – considerably higher than all other cities. Mumbai (13%) and Pune (26%) attribute the least importance to this challenge among all cities.
- IT managers in Mumbai consider maintaining security of data (20%) to be the most significant challenge, second only to Chennai (46%) – where the problem is the highest across all cities,

By Vertical

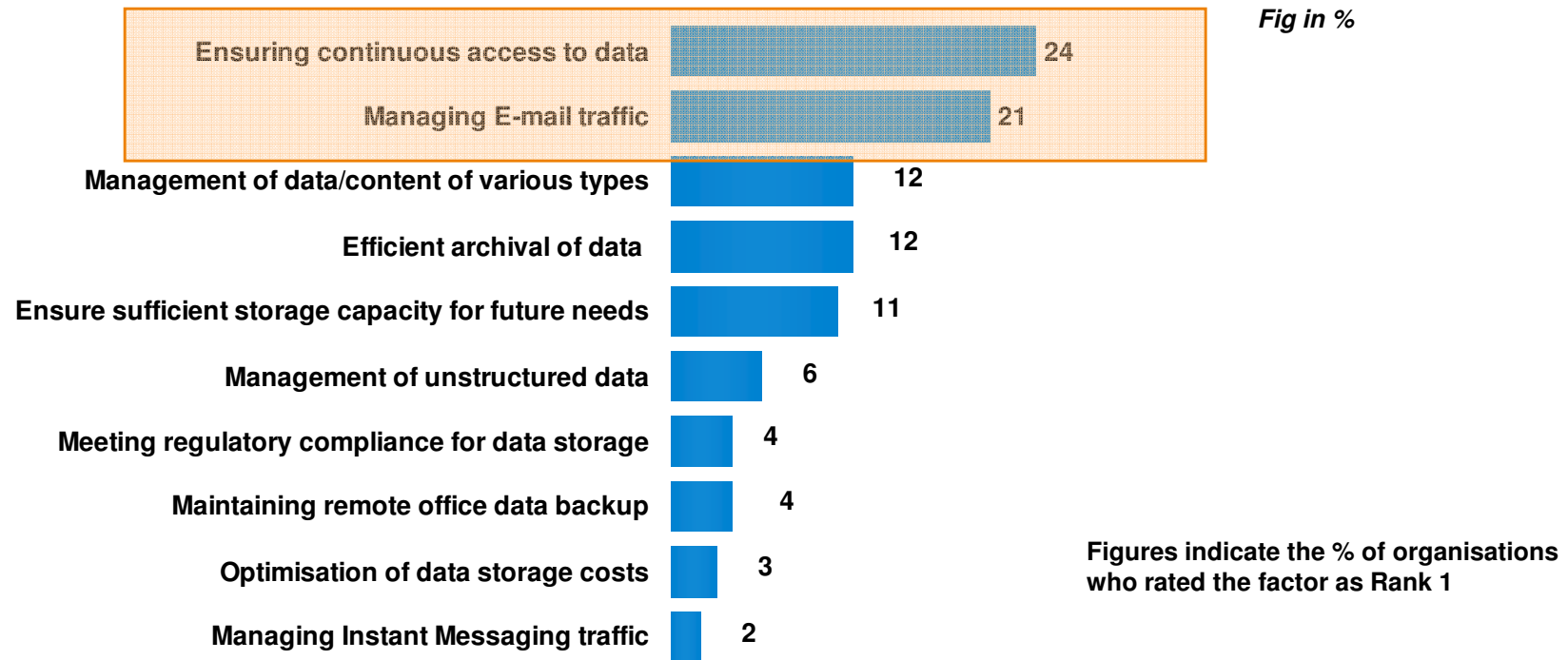
- IT managers in BFSI (42%) and Automotive vertical (40%) consider maintaining 24*7 access to data as the most critical challenge given the mission critical nature of data and the financial repercussions of loss of data.
- IT managers in the Pharma (19%), Manufacturing (18%) and BFSI (21%) verticals attach higher than average importance (16%) to the challenge of ensuring security of data in the wake of increasing data.

Ensuring Continuous Access To Data And Managing Email Traffic Are Key Storage Related Challenges



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Key storage related challenges



- While data is moved into archives at regular intervals, IT managers are faced with the challenge of providing access to such archived data on demand at acceptable levels of performance. Furthermore, increased storage capacity also puts higher stress on data replication and recovery processes. The financial impact of failure of such recovery processes due to accidents cannot be emphasized enough, in addition to the potential dent in the equity enjoyed by the organisation.
- Managing email traffic is the second most critical storage related challenge faced by IT managers. Overflowing inboxes and proliferation of files can be best managed by the employees. Also with the immense dependence of organisations on email for official use and employees engaging in mailing unsolicited 'forwards', there is constant pressure felt by IT managers to manage email traffic.

Base : 532

Ensuring Continuous Access To Data And Managing Email Traffic Are Key Storage Related Challenges



By City

- 51% of respondents in Chennai and 40% from Pune rate the need to provide continuous access to data to be the leading storage related challenge for their enterprises as compared to the overall average of 24%. Delhi (8%) and Hyderabad (12%) attach the lowest importance to this challenge among all cities.
- 47% respondents from Hyderabad consider managing email traffic to be a critical storage challenge, significantly more than all other cities covered in the research.

By Vertical

- The Pharma vertical (26%) faces its highest storage related challenge in implementing efficient systems for archival of data (overall average - 12%)
- This may be attributed to the need for the R&D departments to refer to previous formulations and test results to support current research. Other contributors of data growth may be sales data and reviews received from field tests and trials.

THANK YOU