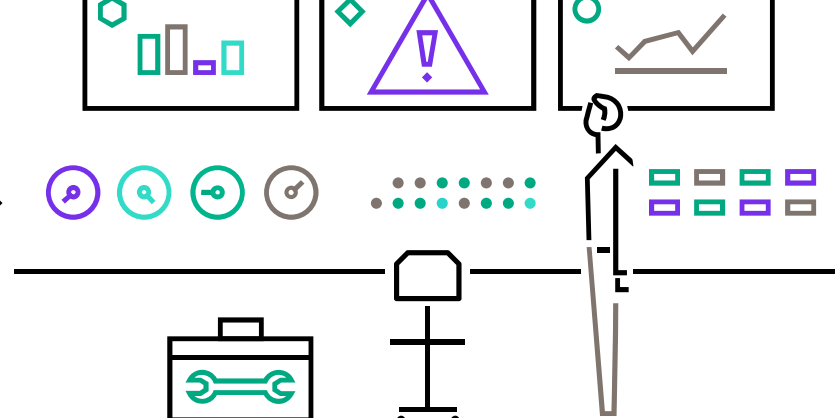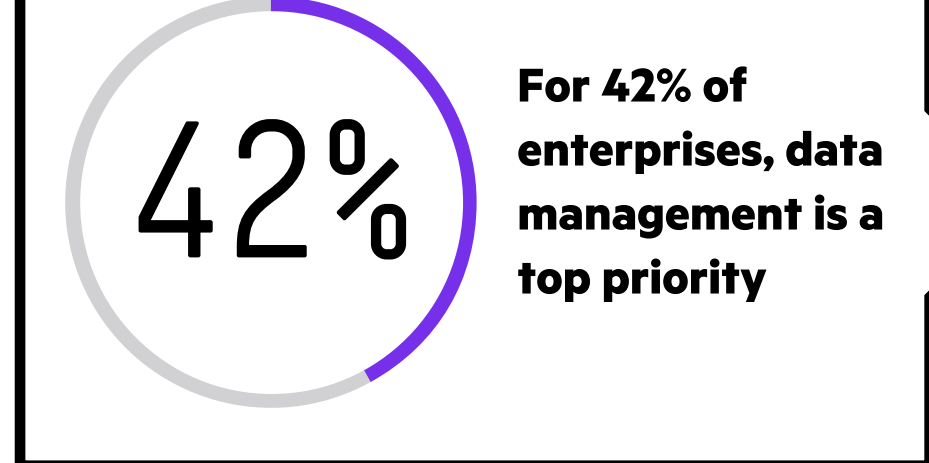# 3 Tips

to Address Your Data Management Challenges — The Time to Act is Now

Data management is a top priority for today's enterprises, according to a new survey[1] from IDG.

42%

For 42% of enterprises, data management is a top priority

As enterprises seek to become more data-driven and accelerate transformation, they face both data management and data infrastructure complexities
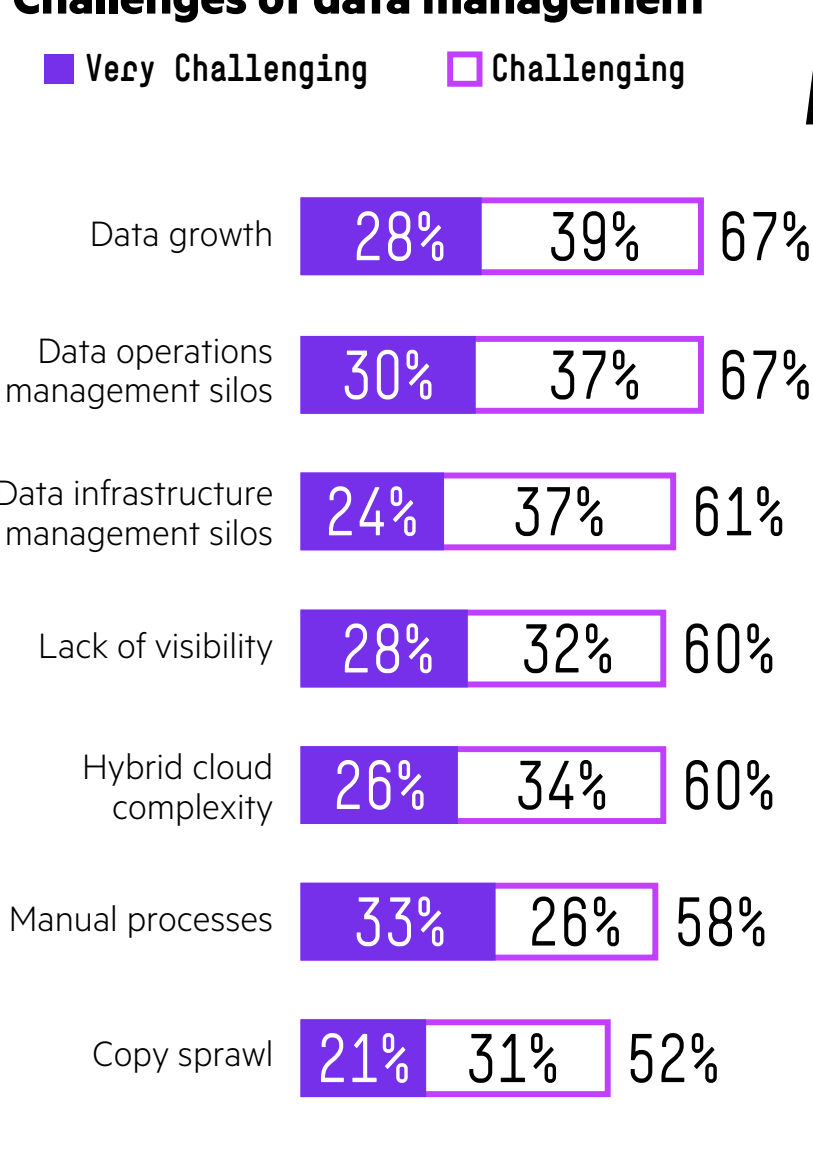
Data management challenges:

Over 50% of organizations struggle with data management
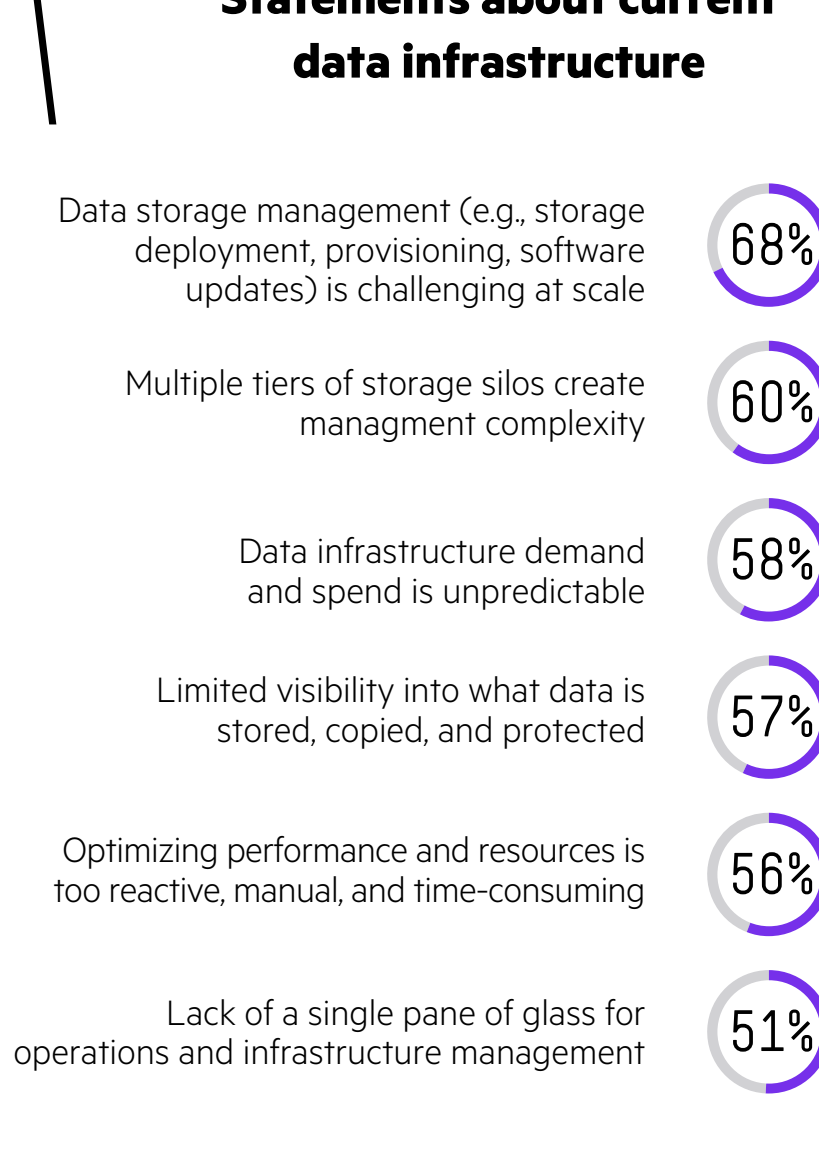
Data infrastructure challenges:

68% of organizations say managing data infrastructure at scale is the #1 data infrastructure issue.
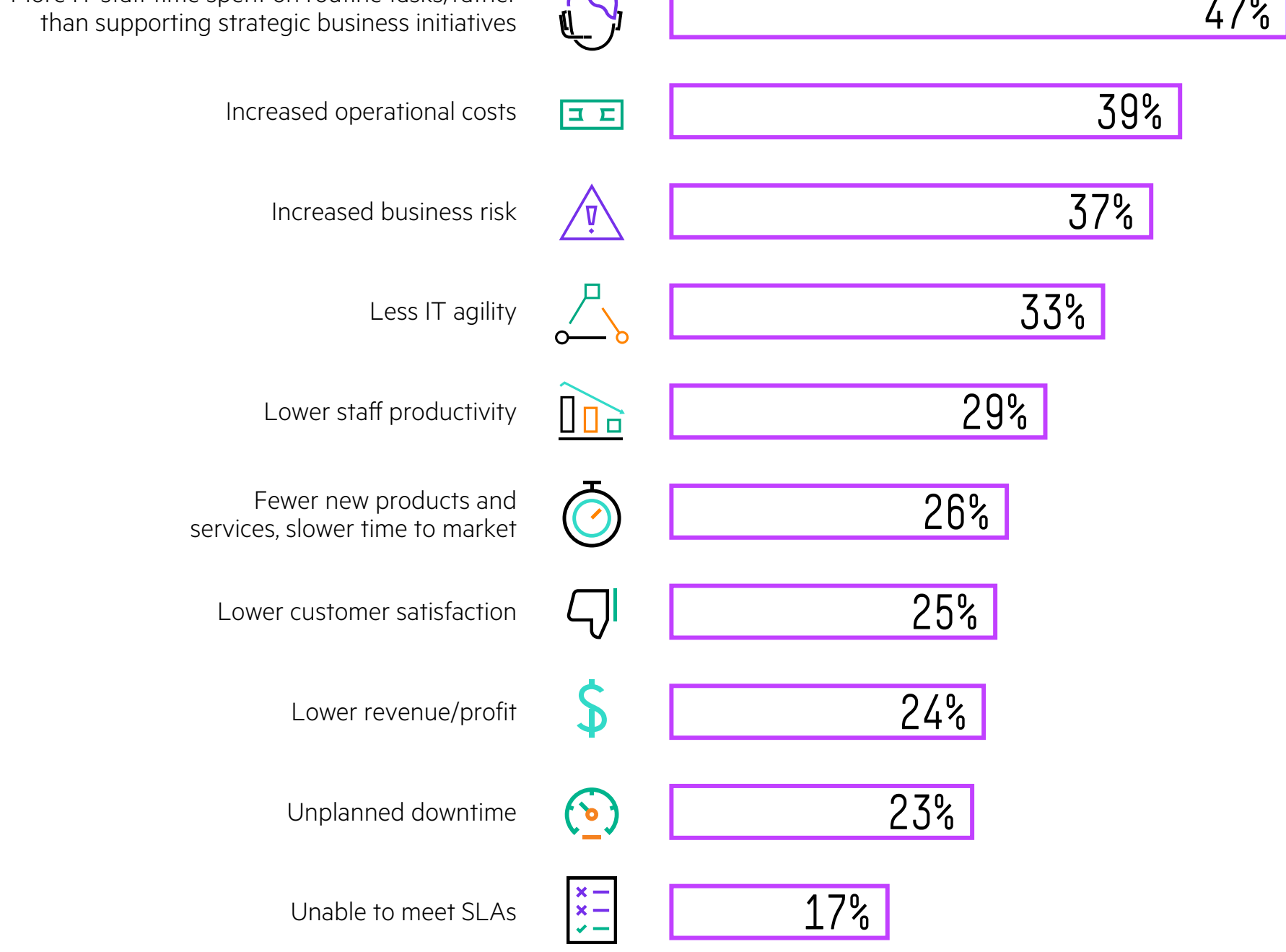
Challenges of data management

■ Very Challenging ☐ Challenging

Challenge	Very Challenging	Challenging	Total
Data growth	28%	39%	67%
Data operations management silos	30%	37%	67%
Data infrastructure management silos	24%	37%	61%
Lack of visibility	28%	32%	60%
Hybrid cloud complexity	26%	34%	60%
Manual processes	33%	26%	58%
Copy sprawl	21%	31%	52%

Statements about current data infrastructure

Statement	%
Data storage management (e.g., storage deployment, provisioning, software updates) is challenging at scale	68%
Multiple tiers of storage silos create management complexity	60%
Data infrastructure demand and spend is unpredictable	58%
Limited visibility into what data is stored, copied, and protected	57%
Optimizing performance and resources is too reactive, manual, and time-consuming	56%
Lack of a single pane of glass for operations and infrastructure management	51%

The time to act is now — otherwise data management and infrastructure challenges can result in wasted IT time, higher costs, and greater risks

Consequences of not addressing data management challenges

Consequence	%
More IT staff time spent on routine tasks/rather than supporting strategic business initiatives	47%
Increased operational costs	39%
Increased business risk	37%
Less IT agility	33%
Lower staff productivity	29%
Fewer new products and services, slower time to market	26%
Lower customer satisfaction	25%
Lower revenue/profit	24%
Unplanned downtime	23%
Unable to meet SLAs	17%

The good news: Data management and infrastructure issues can be solved together.

Here are 3 tips to unleash the power of your data

1 Simplify and automate to reduce complexity

Leverage AI-driven intelligence to make infrastructure invisible

More than half of respondents say optimizing performance is too reactive, manual, or time consuming

49% of respondents say workload placement is manual, spurring the need for a workload-optimized approach

2 Extend the cloud experience everywhere

Extend the cloud experience on-prem and allow data to be moved and accessed everywhere at scale

Most data (47%) still lives at the core/data center, but also extends to the edge and public clouds

3 Unify data operations

61% have limited visibility into what data is stored, copied, and protected

51% lack a single pane of glass for operations and infrastructure management

To learn how a new data experience that unifies data operations accelerates data-driven transformation, visit www.hpe.com/storage/dataservices