

Data-First Strategy: Unlock the Value of Trapped Data

Data is Pervasive

Business models that combine physical and digital assets are accelerating data creation.

Most data is siloed, which stymies insights and adds costs.

But there's good news. The data proliferation also creates hidden opportunities.

The typical enterprise will generate



1.5GB

of data per second

by 2024.¹



Data Is the New Business Agenda

Enterprises need data-driven insights to satisfy customers, drive growth, and speed innovation. IT budgets will increase to support these objectives.

TOP 3 INITIATIVES FOR IT BUDGET GROWTH:²



Drawing insights from data



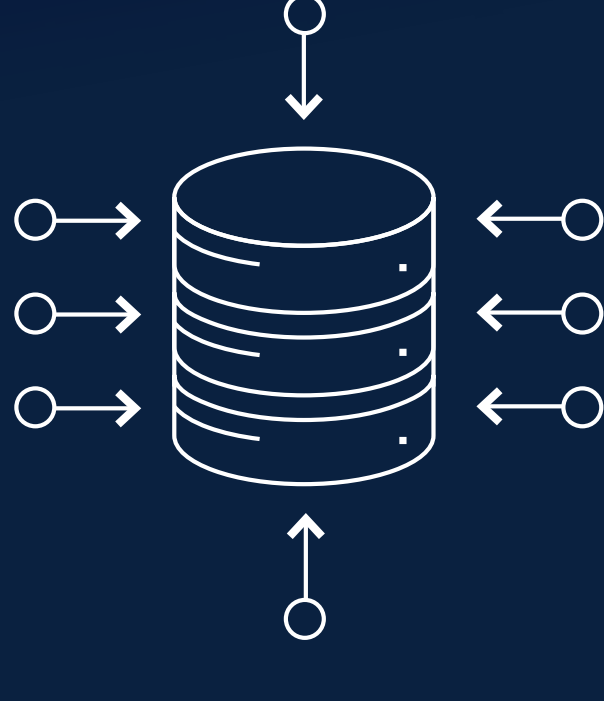
Using data to improve customer experience (CX)



New data infrastructure

Data requires aggregation and control

Regulations, privacy constraints, and limited investment impede the data-driven agenda.



“If you organize business around how data is created, aggregated, enriched, and exchanged, then you can see how this new physical and digital world comes together.”

Tony Bishop, Digital Realty

Businesses are getting the message.



By 2024, over

70% of organizations will deploy multiple data hubs to drive data analytics, sharing, and governance.³

Data is localizing

These localized hubs are critical for serving customers and connecting with partners.

62% of companies with more than \$1 billion in revenue have 50+ locations and/or colocation sites.⁴



97%

have at least 21 locations



93%

will add new business points of presence in the next 2 years



71%

of companies will add at least 6 business points of presence



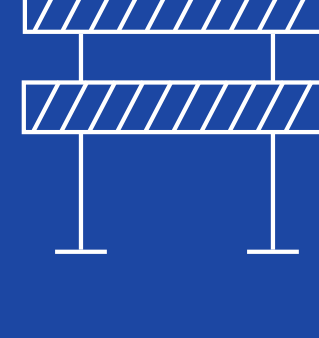
21%

will add more than 10 business points of presence

As an ever-growing number of locations, users & devices create more data and exchange with other users, devices and locations, a critical megatrend emerges – Data Gravity.

But localization contributes to Data Gravity.

Data Gravity creates physics barriers that impede the efficient exchange of data.



Enterprise workflows use

400+ data sources

exchanged across 27 cloud products.^{5,6}

Data-first strategies win



75%

of companies with more than \$1 billion in revenue have a formal data strategy.⁷

But it's not enough just to have a data strategy — businesses also need to act on data-driven insights and address data gravity full on.

Also essential:

Integrate data, security, and controls in multitenant data centers to support critical localization needs.



80%

of the work in becoming data-driven involves integrating data.⁸

DATA CENTERS MUST PROVIDE:⁹



Global coverage, capacity, and direct connectivity



Secure data exchange



A meeting place for companies to connect

Sources:
¹ International Data Corporation, Worldwide Global DataSphere Forecast, 2021–2025, March 2021.
² Digital Realty, Global Data Insights Survey, March 2022.
³ Gartner, Our Top Data and Analytics Predicts for 2021, January 2021.
⁴ Digital Realty, Global Data Insights Survey, March 2022.
⁵ Intricately, The 2020 Intricately State Of Cloud Hosting Report, 2020.
⁶ IDG and Matillion, Optimizing Business Analytics by Transforming Data in the Cloud, Oct. 2019.
⁷ Digital Realty, Global Data Insights Survey, March 2022.
⁸ Harvard Business Review, Breaking Down Data Silos, December 2016.
⁹ Digital Realty, Global Data Insights Survey, March 2022.