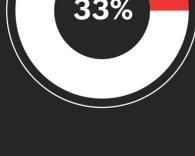


Stale files

What do they cost?

What are stale files?

Files that have not been accessed or modified in a long time are 'stale files'. Their value is non-existent.



33% of an organization's total storage consists of stale data.

Why do we store stale files?

62% of employees admit to hoarding data.



are afraid of needing old data for future reference.



don't believe their files cause clutter.



aren't sure which files should be kept or deleted.



think deleting files is time-consuming.



What is the impact of storing stale files?



Reduced business efficiency:

The more data, the more it costs to back up, analyze, and classify it, bringing down productivity and slowing down innovation.

\$200 per TB is the estimated annual cost of storage backup and recovery software.



Increased need for storage:

If employees continue to store once-critical files in expensive Tier 1 storage, the enterprise will need to buy additional storage.

\$716 per TB is the average annual cost of storage hardware.



Non-compliance penalties:

Stale files may contain personal information with inadequate security measures.

\$500 to \$1.5 million is the penalty range for a HIPAA privacy and security violation.



Loss of business and goodwill:

Customers never react well to the exposure of sensitive business information, even if that data is obsolete.

70% of consumers would stop doing business with a company if it experienced a data breach.

How much does it cost to store stale files?

Storage devices account for 51% of costs associated with file storage.

Accounting for:

- Price of storage hardware
- Staffing and administration
- Software for data security and analysis
- Software for data backup and recovery
- Connectivity for data access
- Percentage of stale files

The cost of storing stale files is nearly \$500 per TB.



How can you manage stale files?



Set up policies:

One size does not fit all. Set up data retention policies built around your data storage trends.

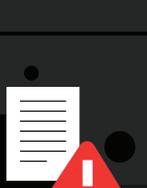
Only 16% of organizations have a bespoke data retention policy.



Identify stale files:

Locate files that have been untouched for an extended period of time, and either purge or archive them.

\$891 billion of avoidable storage and management costs will accumulate globally by 2020 due to poor data management.



Remediate risks:

Use a data discovery solution to spot and manage instances of sensitive data in stale files.

74% of companies have over 1,000 stale sensitive files.

How can DataSecurity Plus help tackle stale files?

DataSecurity Plus, a real-time solution for file server auditing, file analysis, and data discovery, can help you identify stale files and instances of sensitive data with ease.

Sources: 1. Data Genomics Index, 2. The Data Hoarding Report, 3. IT Key Metrics Data 2019 4. Data Breaches and Customer Loyalty 5. Federal Register