

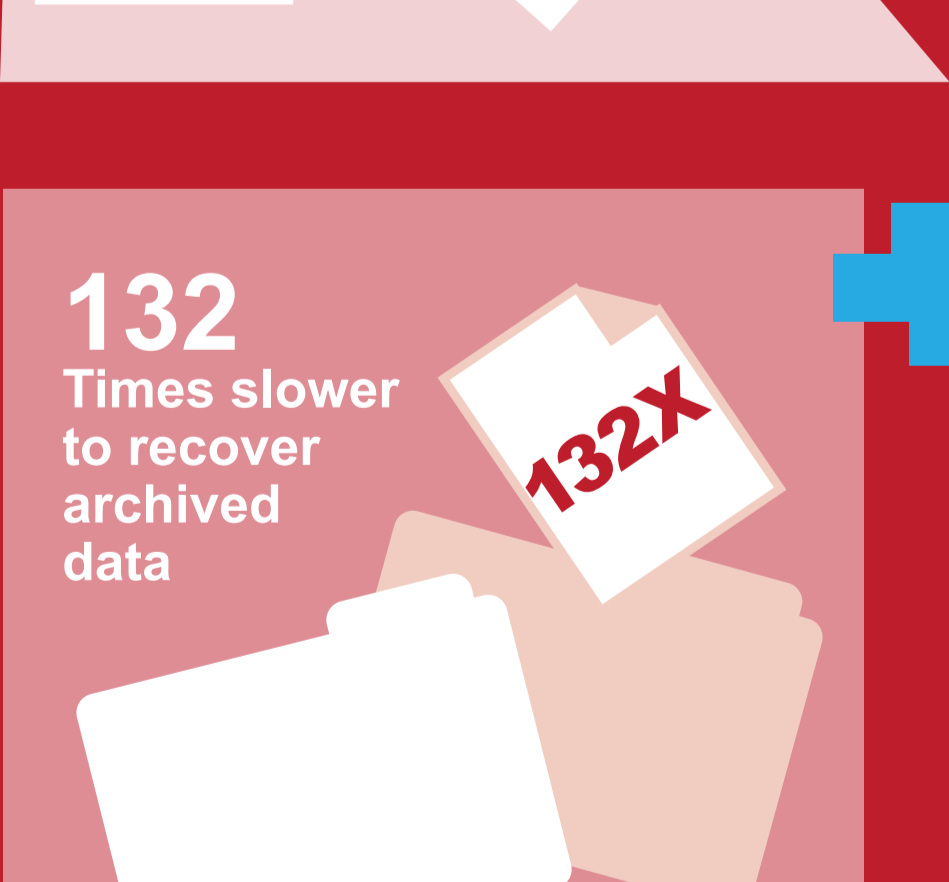
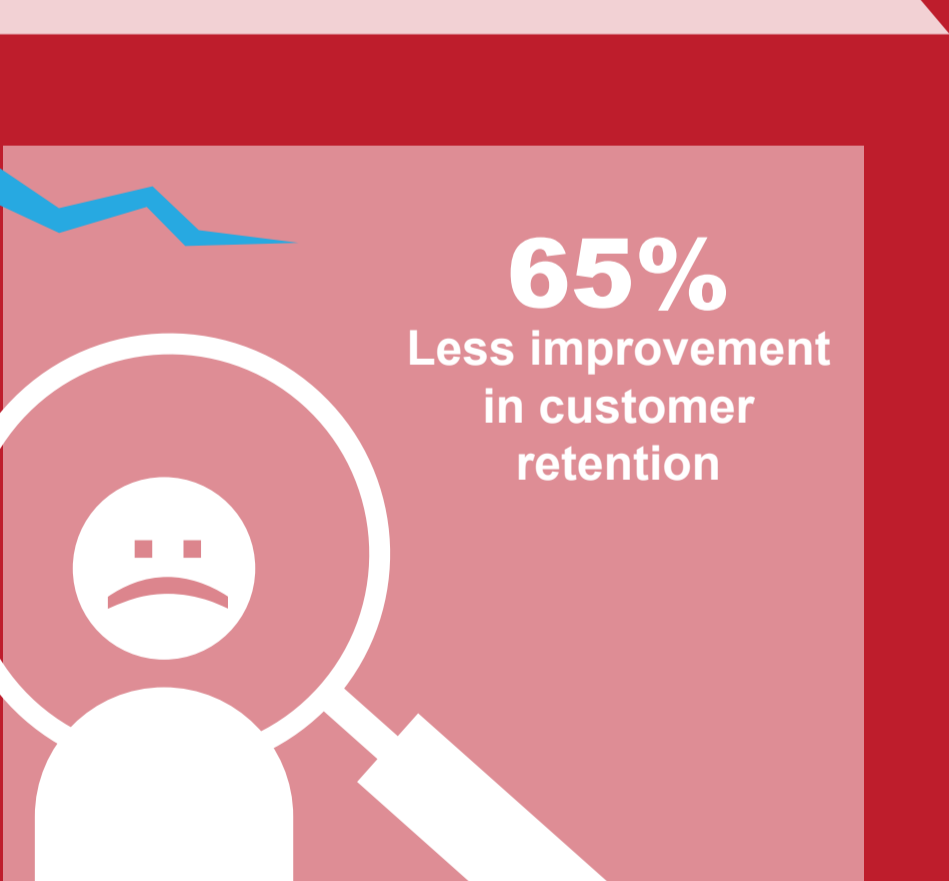
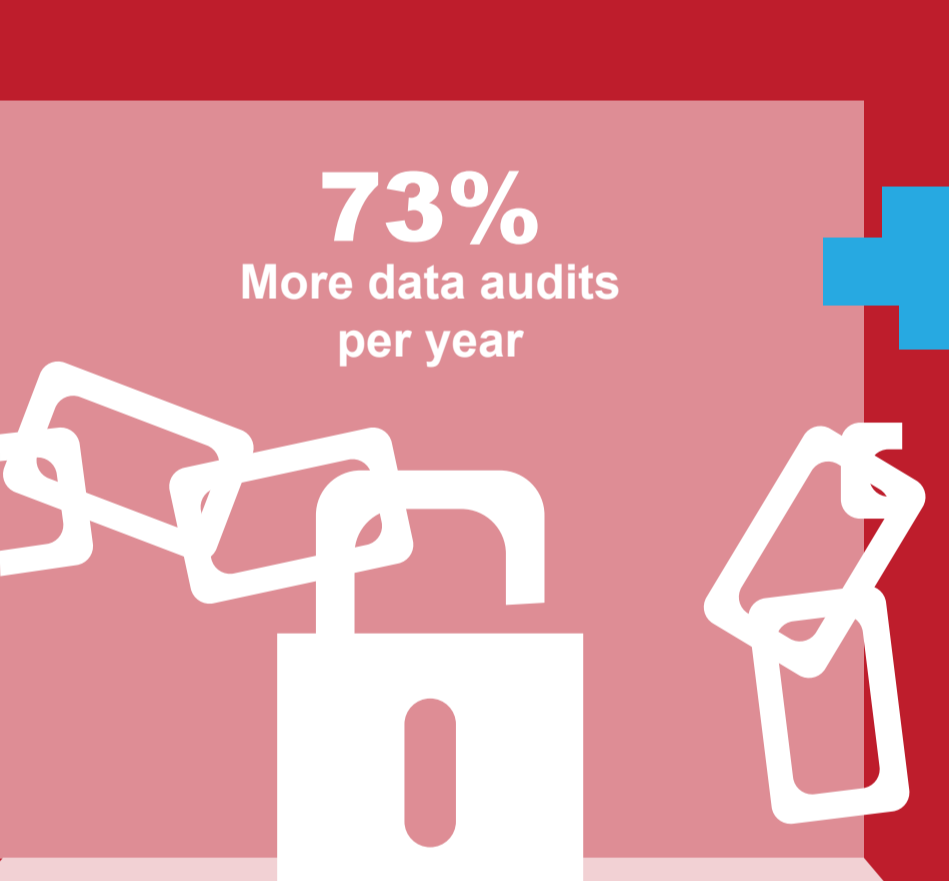
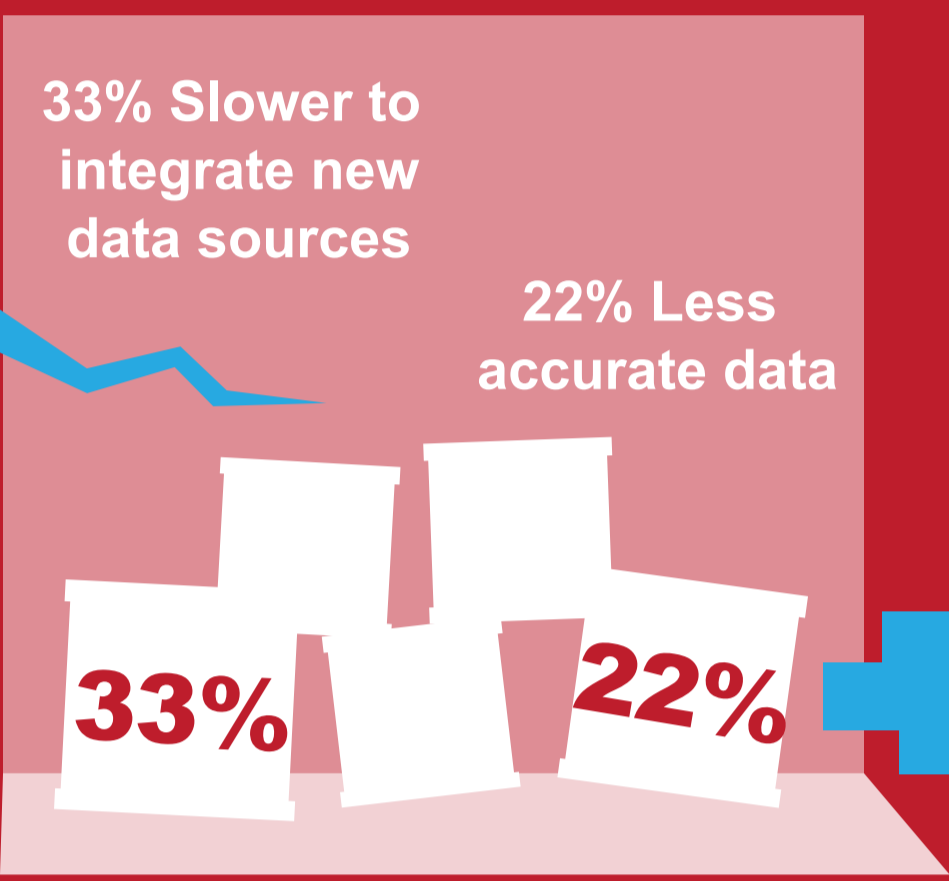
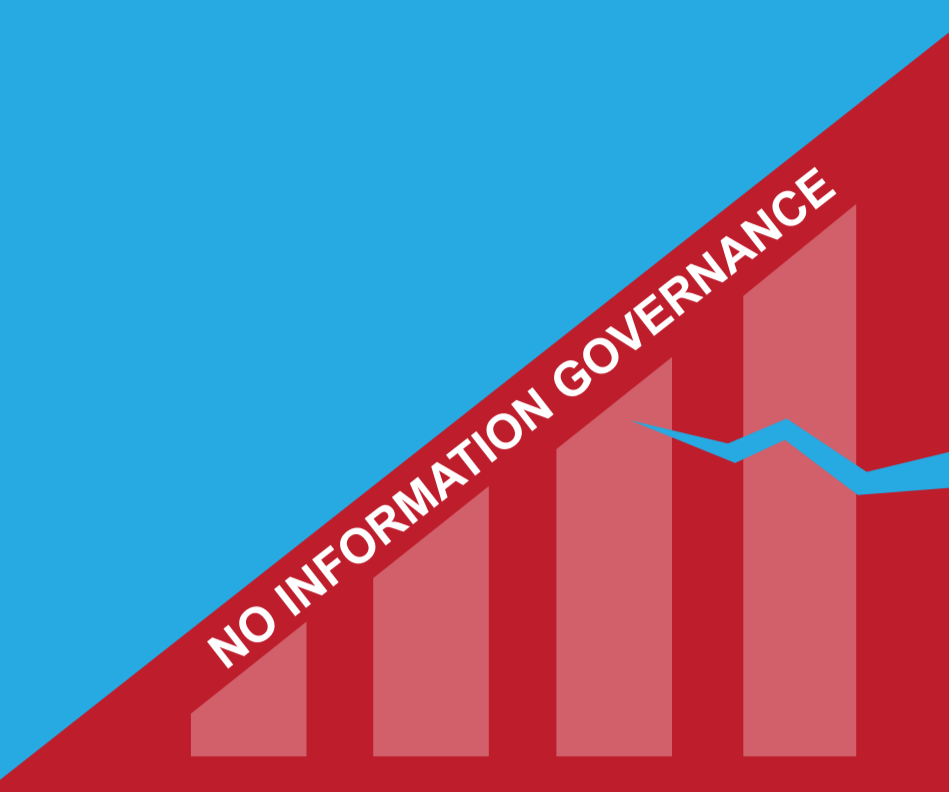
THE BIG DATA IMPERATIVE:

WHY INFORMATION GOVERNANCE MUST BE ADDRESSED NOW

As data volumes rapidly expand and data environments become more complex, what were once small nuisances evolve into massive, company-wide problems. The current growth rate for business data is 56% year-over-year and shows no signs of stopping. Not only are the storage requirements doubling every 19 months, but all the associated costs for storing, managing, and protecting this data are exploding as well. This has turned information governance solutions from a long term 'nice-to-have' to an immediate 'must-have.'

Aberdeen Group

A Harte-Hanks Company



BIG DATA & DATA WAREHOUSING

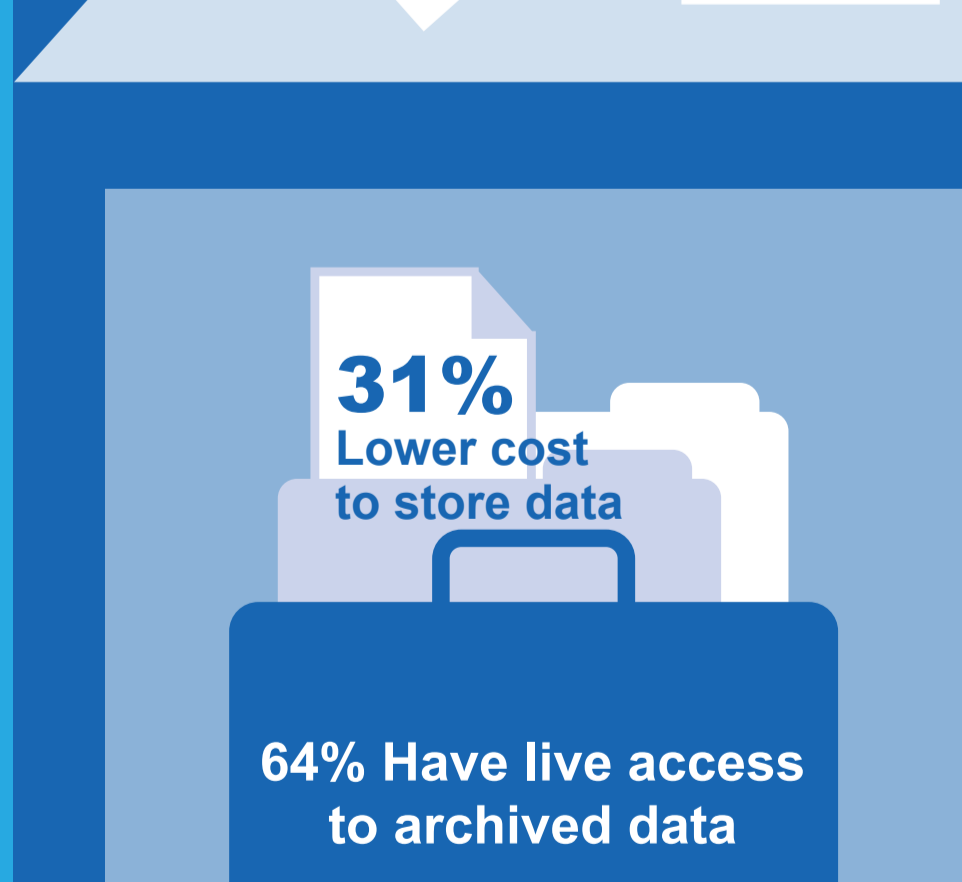
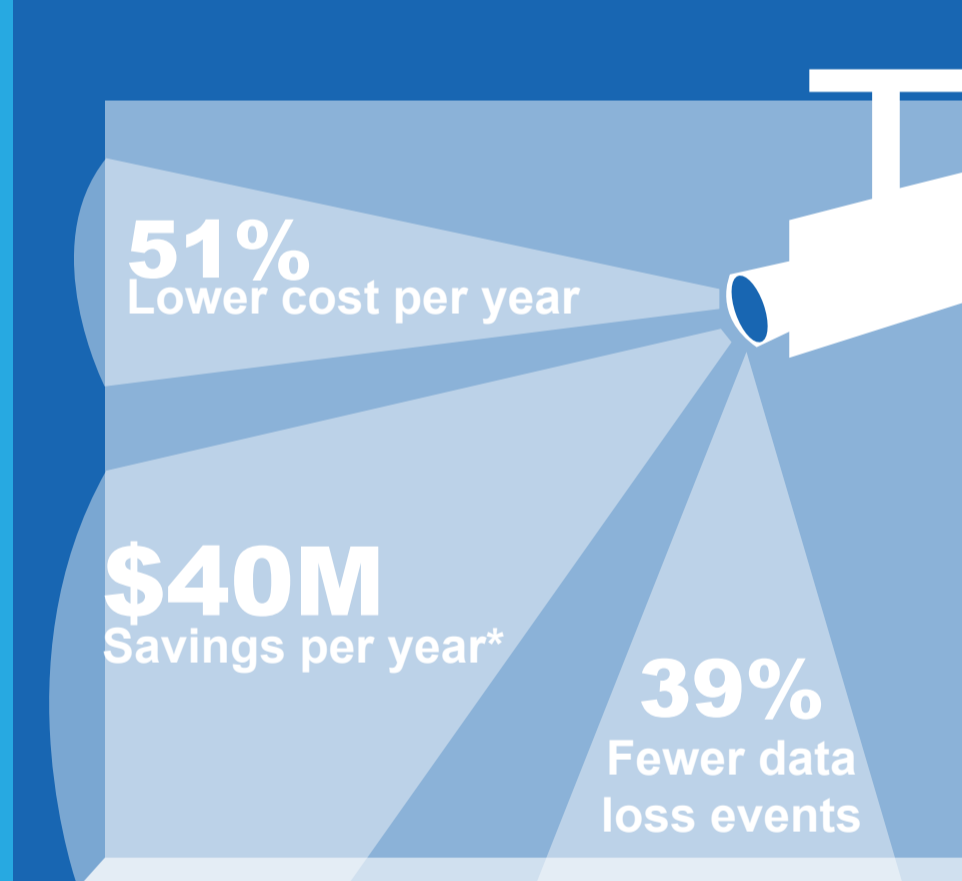
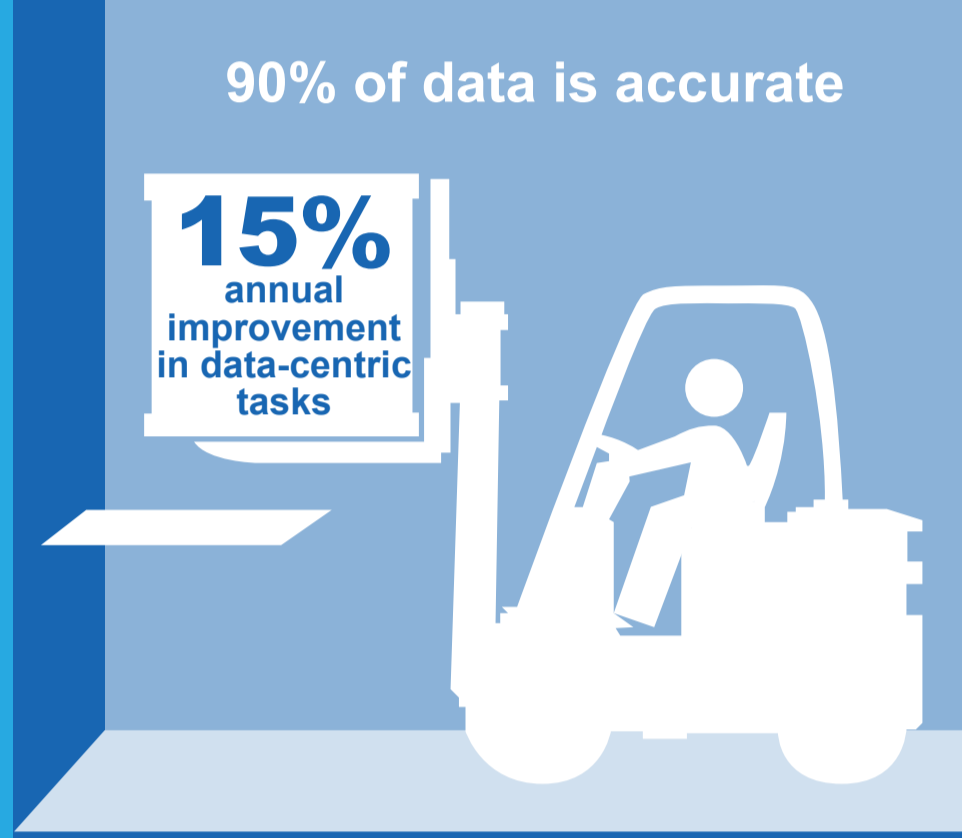
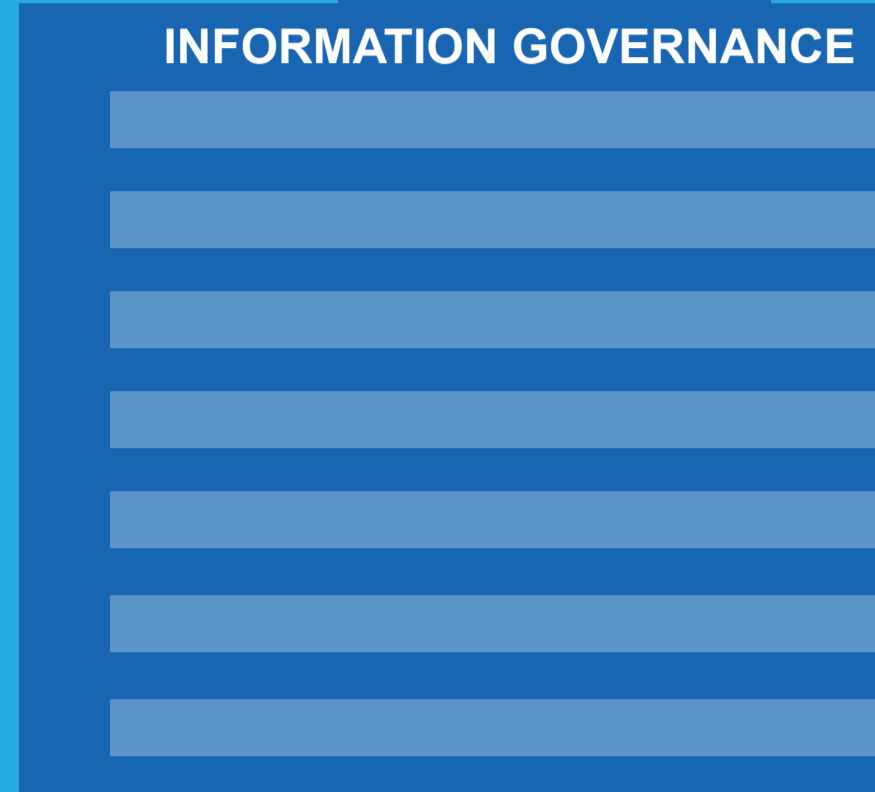
APPLICATION EFFICIENCY

SECURITY & COMPLIANCE

SINGLE VIEW

(consolidated dashboard of information)

APPLICATION CONSOLIDATION AND RETIREMENT



Recommendations

Aberdeen Group recommends investing in a full information governance suite that includes the following tools:

Data integration

Data quality

Data security

Master data management

Data lifecycle management

* For average organization with 180TB of data

For more information, visit IBM.com

