

THE EVOLUTION OF DATA THROUGH 2025

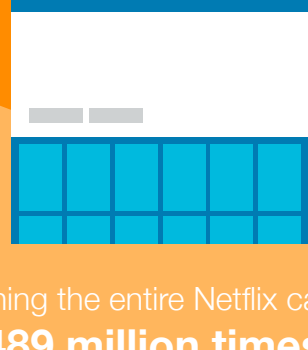
Data is transforming our lives in new and important ways

An IDC infographic, sponsored by Seagate



Zettabytes, projected size of global datasphere in 2025

163 ZB
is equal to:



Watching the entire Netflix catalog
489 million times

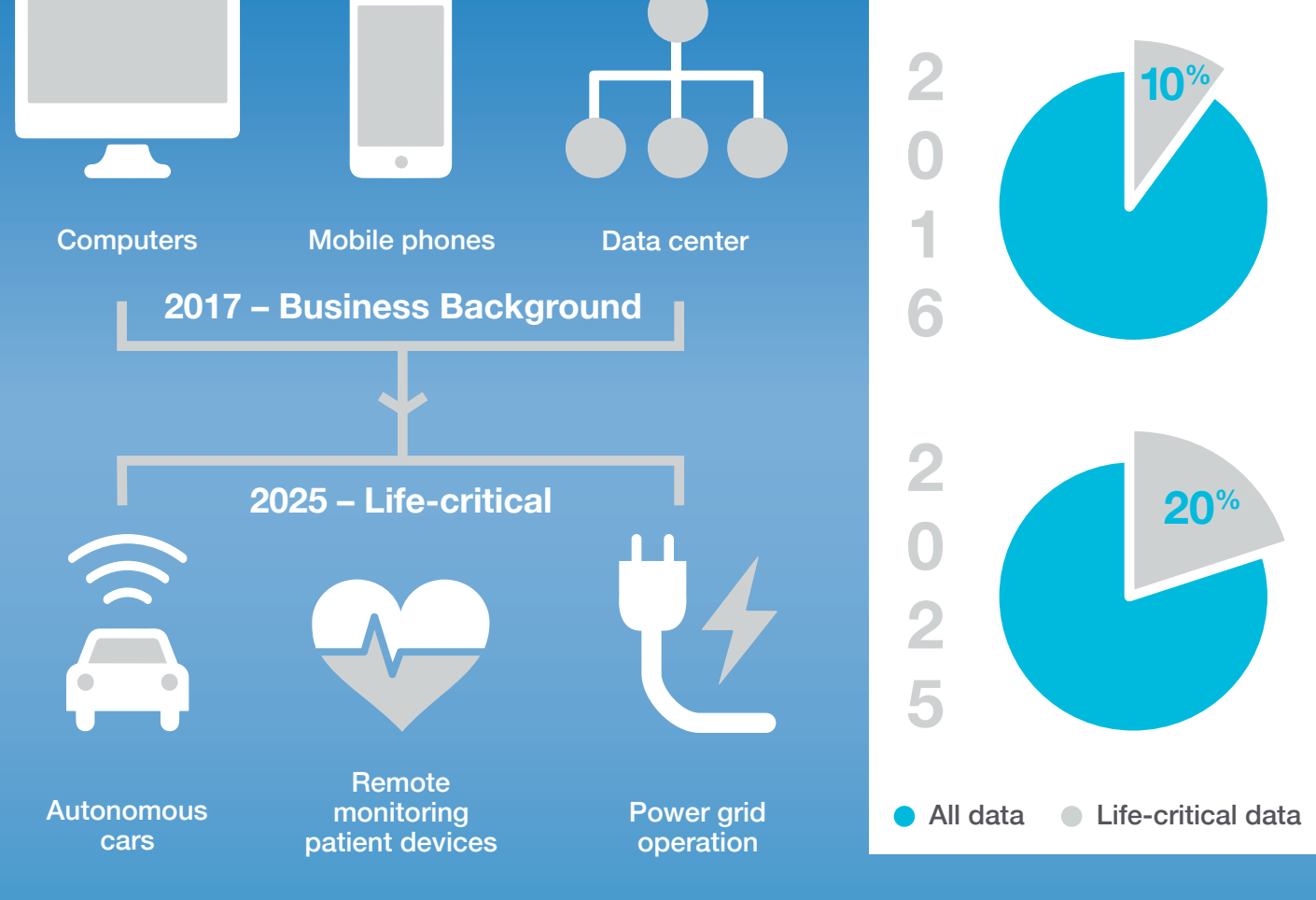
or



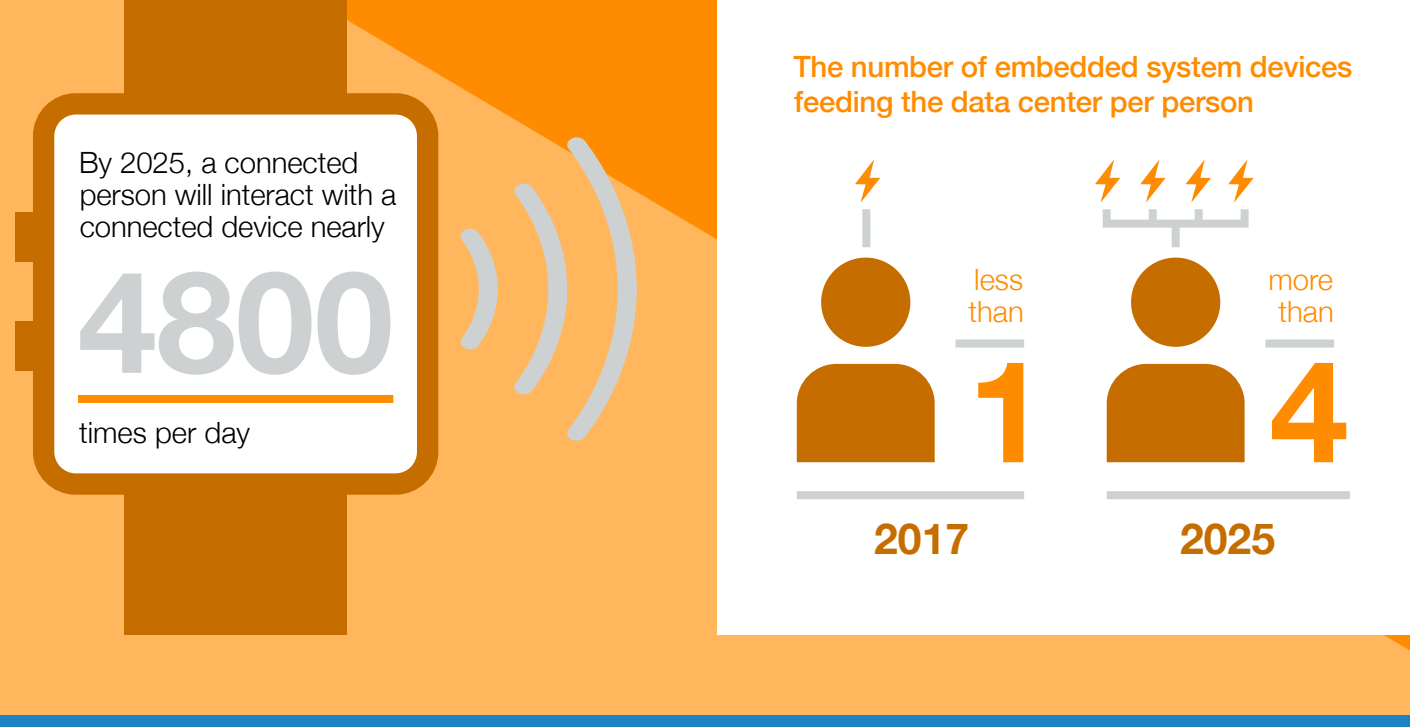
40 trillion DVDs
which would reach to the moon
and back over 100 million times

The shifting data landscape

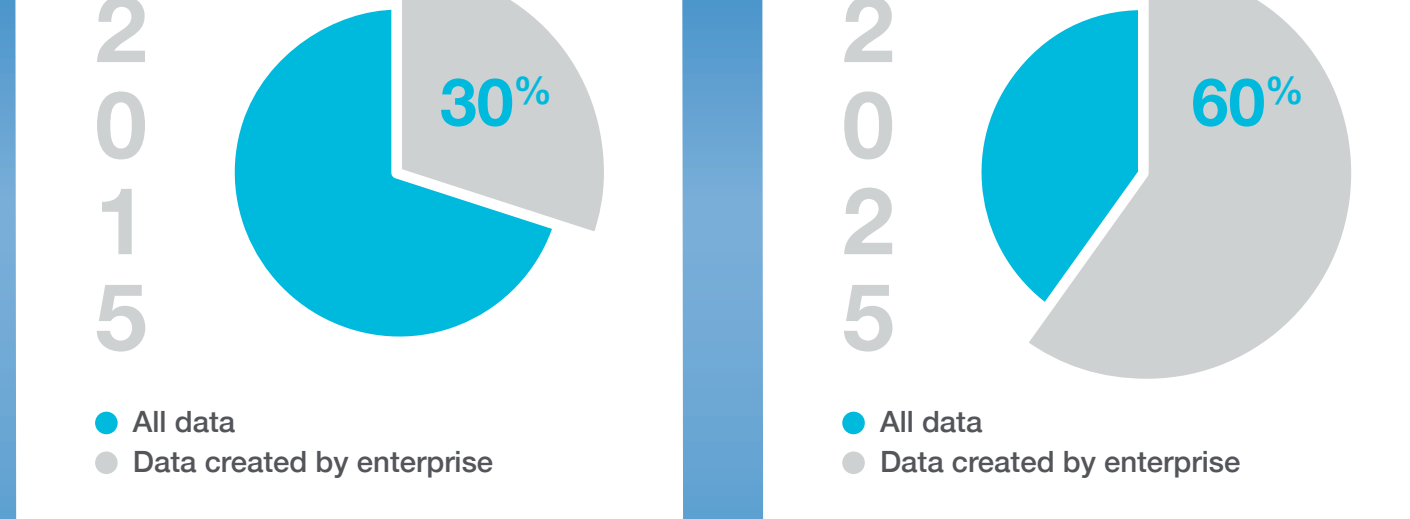
1. From business background to life-critical



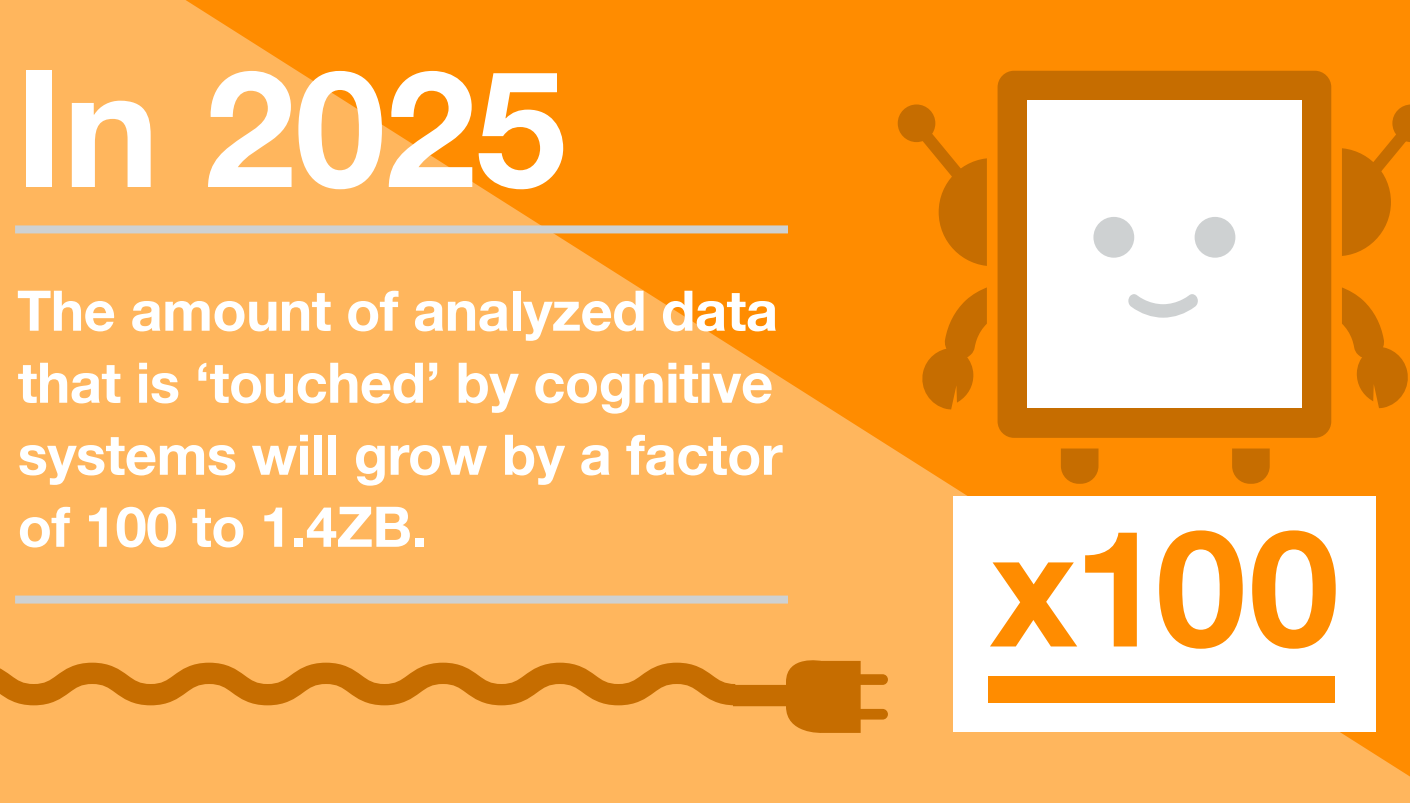
2. From centralized to IoT and embedded systems



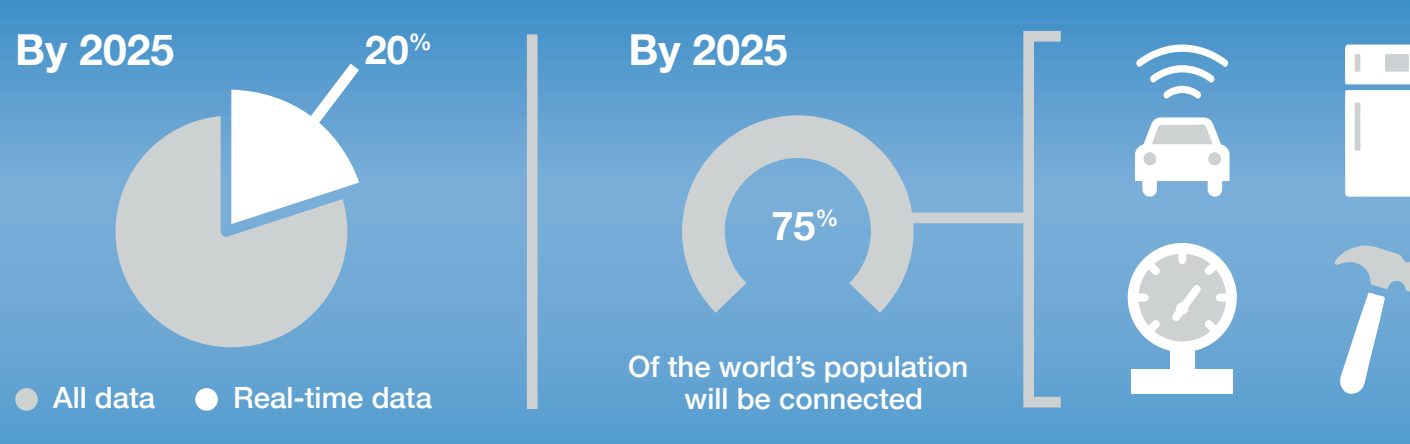
3. From consumer-led to enterprise-driven



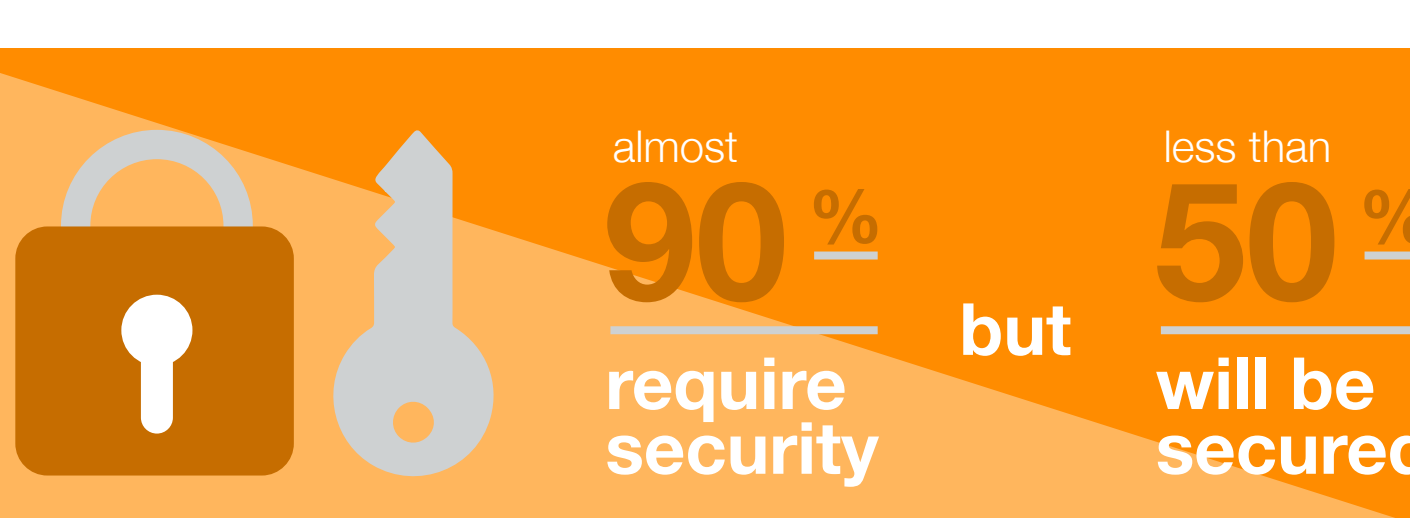
4. From passive machines to artificial intelligence



5. From unconnected to mobile, real-time data



Security as a critical foundation



Seagate advises global business leaders to focus on the data that's critical to the success of their business

- Build your expertise**
IT needs to work with everyone in the business to audit the data and work with the CEO to create a long-term coherent strategy.
- Make analytics part of your process**
Embrace the use of analytics for evidence-based decision making, affecting not just processes but also culture and organizational need.
- Get security right**
Top management must recognize that security is not a technical need with a technical solution. It is an organizational need.
- Integrate back office with IoT**
IoT will drive merged operations between the back-office and operational systems – such as labs, operating room, factory floors, and electrical grids – as all digital activity migrates to IP networks.
- Make digital transformation an all-hands-on-deck effort**
Third parties such as cloud providers, software firms, and baseline technology suppliers should become your partner and part of your strategy.

For more information, check out DataAge2025.com