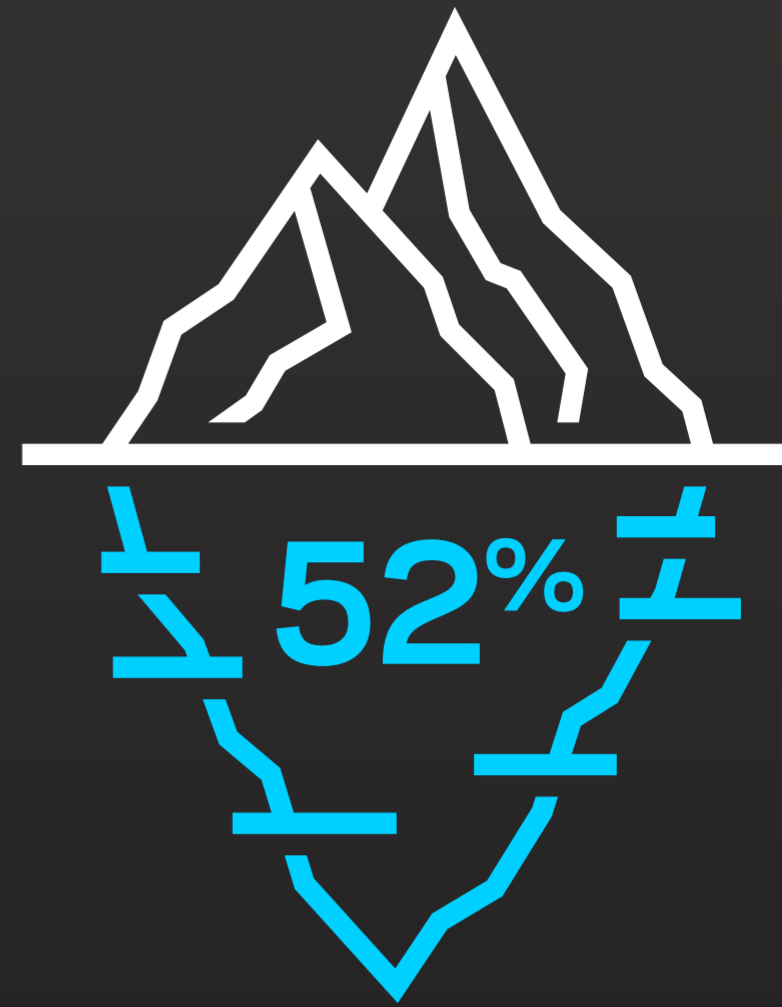


The benefits of reducing dark data.

What is dark data?

Data whose value has not yet been defined or data that is useless. 52% of all information stored by organizations is considered dark data, whose value is unknown. (Veritas Databerg Research)



What is the impact?



Dark data will generate **5.8 Million Tonnes of CO₂** in 2020. (Veritas Research)

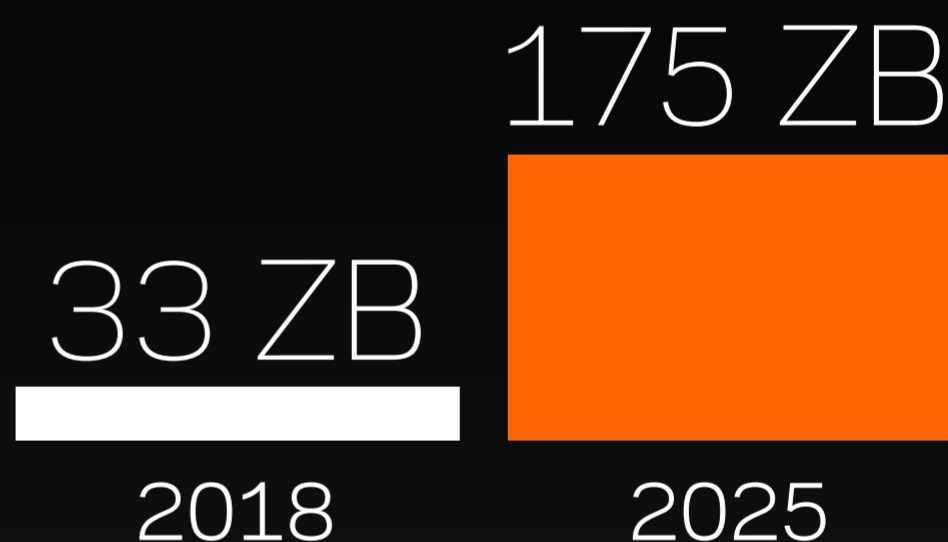
The CO₂ emissions correspond to:

- Driving a car **575,000 times** around the earth. (EPA)
- The annual output of **80 individual countries**. (Edgar)



How much is it growing?

Analysts predict that **Internet of Things (IoT)** will drive data to increase massively worldwide.



7,500,000 acres of forest will be required to absorb this amount of CO₂. (EPA)

That's **500x** the size of Manhattan.

What can businesses do?



Reduce the amount of dark data by managing data more effectively and deleting unused data. Everyone can contribute by deleting old emails, outdated documents and unused photographs from their own cloud storage.

For more information on data protection in the world of dark data, please explore our [Enterprise Data Services Platform >](#)