

An iceberg floating in the ocean, with a large portion submerged below the surface. A red diagonal line cuts across the scene from the top left to the bottom right. The background features a blue sky with clouds and a blue sea. A semi-transparent geometric pattern of triangles is overlaid on the left side of the image.

VERITAS™

# A UK Public Sector Databerg report

It's time for action

# EXECUTIVE SUMMARY

## NOW'S THE TIME FOR ACTION

This UK Public Sector Databerg report surveyed senior Public Sector decision makers on the data challenges and issues they face. It highlights, for the first time, the degree of understanding their growing data estates now need to meet strict information governance and security requirements.

Even today, clear data visibility, full digital availability of services and agile cloud enablement are still challenges for NHS trusts, NDPBs (Non-Departmental Public Bodies), Local Authorities and Central Government departments.

### Looking below the surface

The UK Public Sector Databerg report uncovers the truth at a time of increased pressure on services and more importantly budgets as our Public Sector is faced with both historic and new challenges, such as:



70% of UK Public Sector data is either ROT (Redundant, Obsolete or Trivial) or 'dark'



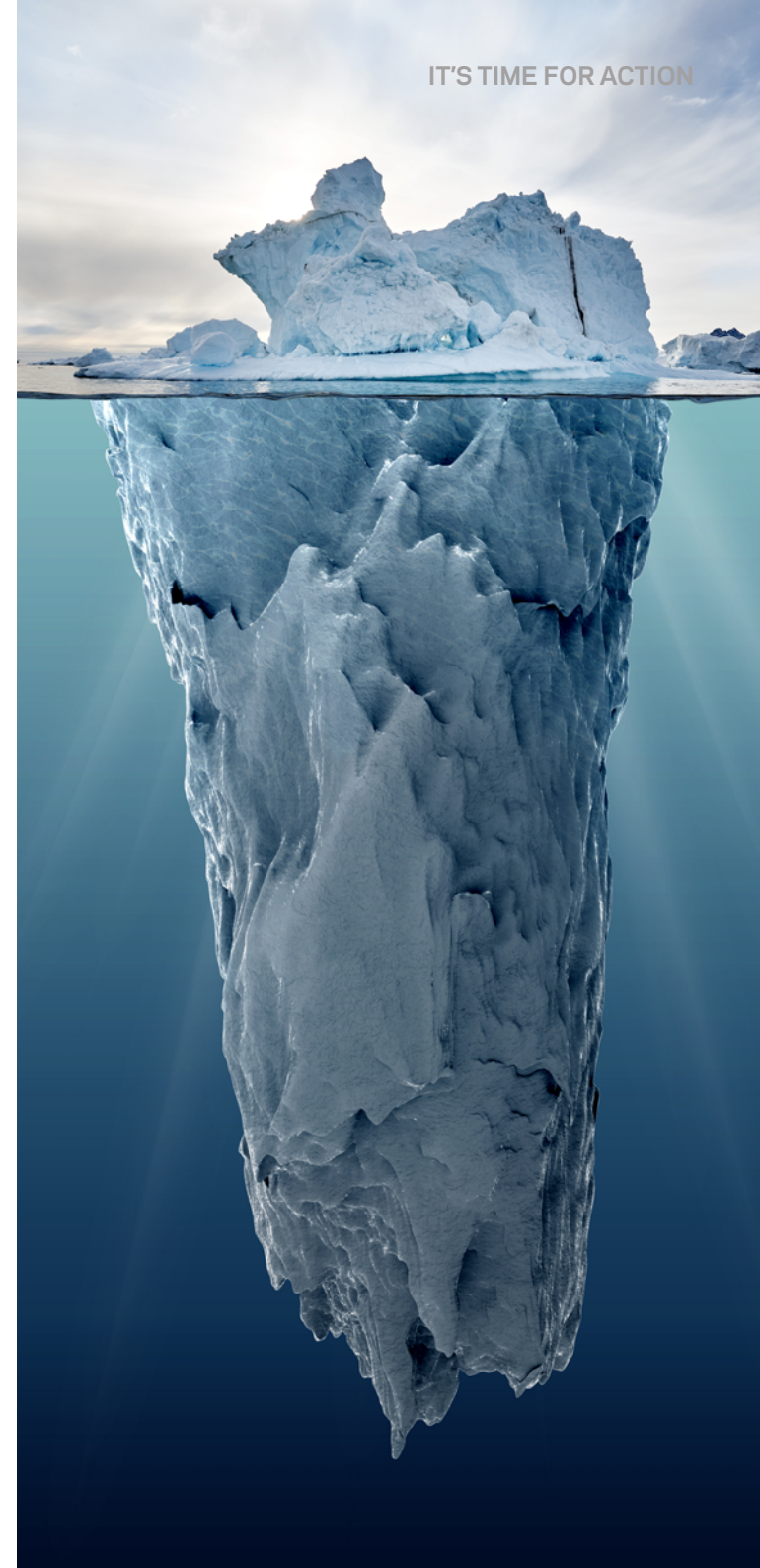
Over a third of Local Government organisations do not categorise or tag data because they have been told not to



Even today, fewer than one in three UK Public Sector services are digitally available



Outdated data management drains the IT resources of nearly two thirds of the UK Public Sector



## DATABERG DEFINED

The 'Databerg' is the largely unnoticed 'iceberg of data' hiding unseen below the line of vision of those outside IT. Databergs consist of live data (categorised and useful), Redundant, Obsolete and Trivial (R.O.T) data and dark data. The exact status of dark data is unknown but varies from high value to potentially illegally held, or dangerous.

### Methodology

Research based on surveying 100 IT leaders, C-Level executives and privacy professionals across Local Government, Central Government, Public Sector Healthcare Services and NDPBs (Non-Departmental Public Bodies) conducted independently by Coleman Parkes.

### Typical Private Sector Company

15%  
LIVE DATA

35%  
REDUNDANT, OBSOLETE  
OR TRIVIAL, OR ROT DATA

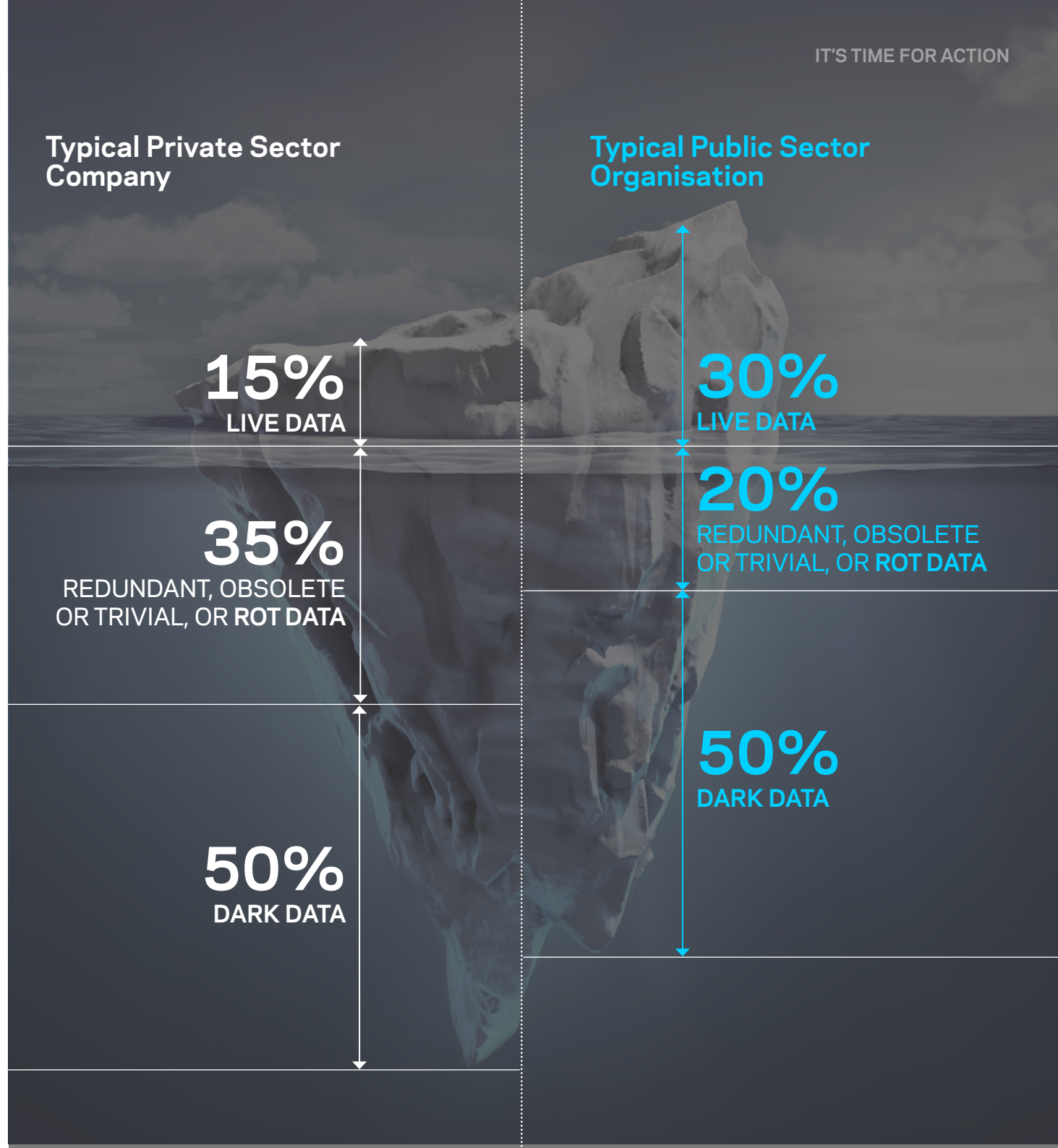
50%  
DARK DATA

### Typical Public Sector Organisation

30%  
LIVE DATA

20%  
REDUNDANT, OBSOLETE  
OR TRIVIAL, OR ROT DATA

50%  
DARK DATA



# UNSTRUCTURED DATA IS CRIPPLING PUBLIC SECTOR EFFICIENCY

## NOW'S THE TIME FOR ACTION

The UK Public Sector manages a growing data estate, the majority of which provides no value. 70% is Redundant, Obsolete and Trivial (ROT) and dark data (value unknown). This means IT organisations spend vital budget backing up data with no benefit to taxpayers' public services.

In total 30% of the data stored by Public Sector organisations in this study is currently live and providing value. This is actually impressive. Veritas typically sees storage of 50% dark data and 35% ROT data with just 15% live.

The UK Public Sector may be gaining solid value from twice the amount of live data than the average UK organisation, yet it still faces the same challenge of not knowing enough about what they are paying to store (dark data). As we see later, Public Sector organisations are paying £696,460 p.a on average, meaning £348,230 is spent on storing dark data.

Unstructured data is where most of this dark data sits. Like others, they risk fines for poor non-compliance with data protection regulation and are regularly targeted with ransomware. Litigious Public Sector 'clients' are increasingly aware of this.



## For Central Government

**33%**  
LIVE DATA

**20%**  
ROT DATA

**47%**  
DARK DATA

## For Local Government

**29%**  
LIVE DATA

**19%**  
ROT DATA

**52%**  
DARK DATA

## One quarter of Public Sector organisations have never classified data before

Historically poor data management creates a culture of avoidance and reinforces perceptions that data classification creates problems or is too hard. Many Public Sector organisations shun categorising and tagging data. Fears over resource intensity may be holding back Local Government where 36% of these organisations have been specifically told not to categorise data.

Over a quarter, 27%, of overall Public Sector respondents, admit to never tagging data before, while nearly half, 47%, haven't because they believe it too expensive. However, ignoring the problem increases storage costs as data continues to grow exponentially.

# FEWER THAN ONE IN THREE UK PUBLIC SECTOR SERVICES ARE DIGITALLY AVAILABLE

The UK Public Sector is falling behind on delivering digital services with, on average, just 29% of services digitally available. Respondents expect this to rise only four percent annually when just 33% of publicly-funded services will be digitally available.

LOCAL GOVERNMENT RANKS LOWEST, WITH 26% OF SERVICES DIGITALLY AVAILABLE, SUGGESTING CITIZENS LOOKING TO ACCESS LOCAL SERVICES ONLINE ARE AT THE BIGGEST DISADVANTAGE.

CENTRAL GOVERNMENT DOES BETTER, WITH AN ESTIMATED 32% OF SERVICES DIGITALLY AVAILABLE. PUBLIC SECTOR MANAGERS KNOW INCREASING THIS RATIO IS THE RIGHT THING TO DO, BUT FEEL IT IS UNACHIEVABLE NOW.

## UK Public Sector's unmet digital ambitions

Improving internal data visibility is a digital engagement top priority strategy for the majority, 68% of respondents, closely followed by improved data sharing between teams at 59%. Just 41% prioritised delivering innovative new services for Council Taxpayers, citizens and patients.

Poor data visibility and understanding make digital strategies, particularly cloud migrations, more difficult. Clear data visibility is integral to any digital strategy ensuring unified insights on stored data in both on-premise and multi-cloud environments.

IT'S TIME FOR ACTION



# CARING ABOUT SHARING SERVICES

Improving data efficiency and data management practices for shared services aren't a magic pill. They have been around a long time, and in some instances just involve running several systems in parallel. Now provable cost savings need to be realised by consolidating infrastructure, understanding the data estate and deleting what isn't needed.

While 61% of respondents said reducing costs was their biggest challenge, 34% prioritised improving data efficiency and data management practices. Organisations in the Public Sector are still unaware they can tackle both at the same time and achieve a huge cost saving by understanding how much data should be deleted or moved to the cloud.

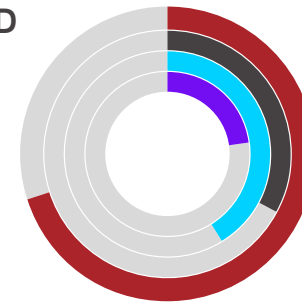
Challenges vary notably between regions. While reducing costs ranks highest in all regions (61% on average), in Northern Ireland improving data efficiency and data management practices ranks next. In Scotland, creating a single view of citizens/patients is the next most important challenge behind costs.

## Shared Services Challenges

- REDUCING COSTS
- IMPROVING DATA EFFICIENCY AND DATA MANAGEMENT PRACTICES
- COMPLYING WITH DATA PRIVACY REGULATIONS
- CREATING A SINGLE VIEW OF CITIZENS/PATIENTS

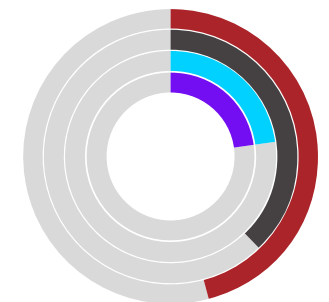
### ENGLAND

63%  
33%  
37%  
23%



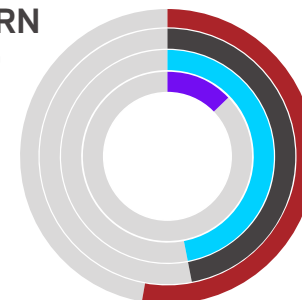
### WALES

46%  
38%  
23%  
23%



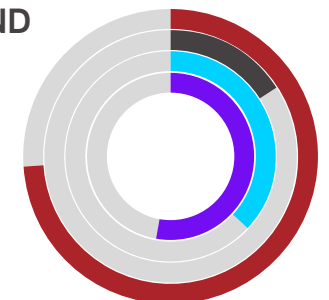
### NORTHERN IRELAND

53%  
47%  
47%  
13%



### SCOTLAND

74%  
16%  
37%  
53%



# SIX IN TEN HAVE REALLOCATED DATA MANAGEMENT RESOURCES

Decreasing levels of investment and the need to deliver more digital services consistently puts strain on the UK Public Sector.

NEARLY TWO THIRDS, 62%, OPERATE TODAY WITH OUTDATED BACKUP AND RECOVERY SERVICES. THIS COSTS MULTIPLE MILLIONS OF POUNDS EVERY YEAR IN STORAGE COSTS ALONE.

Real data management does not end with Backup and Recovery, as these are just components of a robust data management strategy.

Six in ten of all respondents have claimed they had to reallocate resources due to budget reduction (60%). As we have seen, only 30% of data is live, meaning 70% of storage spend is inappropriate. There is an identified methodology to save significant amounts of effort and cost around how Public Sector organisations manage their data.

Regulation is the other major consideration facing Public Sector data leaders, and yet this isn't changing behaviour. In a sector that's scrutinised heavily by the Information Commissioner's Office, the media and the public, regulation is low down the list of drivers for data governance, ranked first by just 23% of respondents.



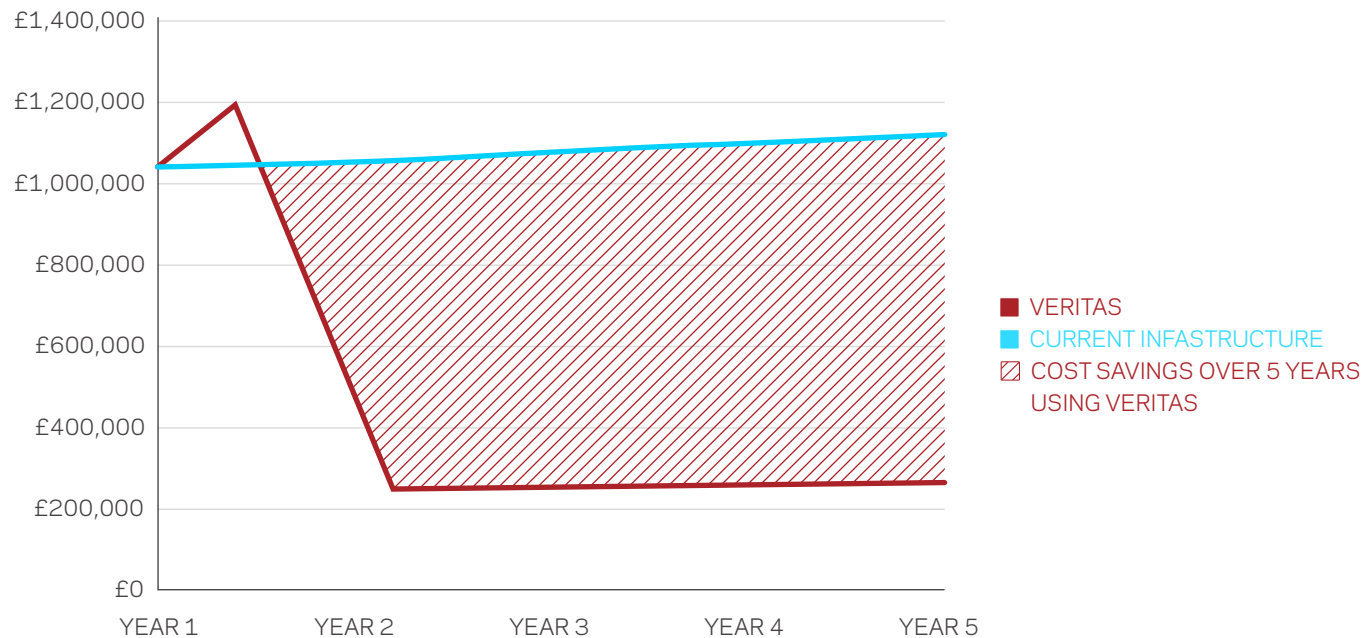


## Costs are stacking up

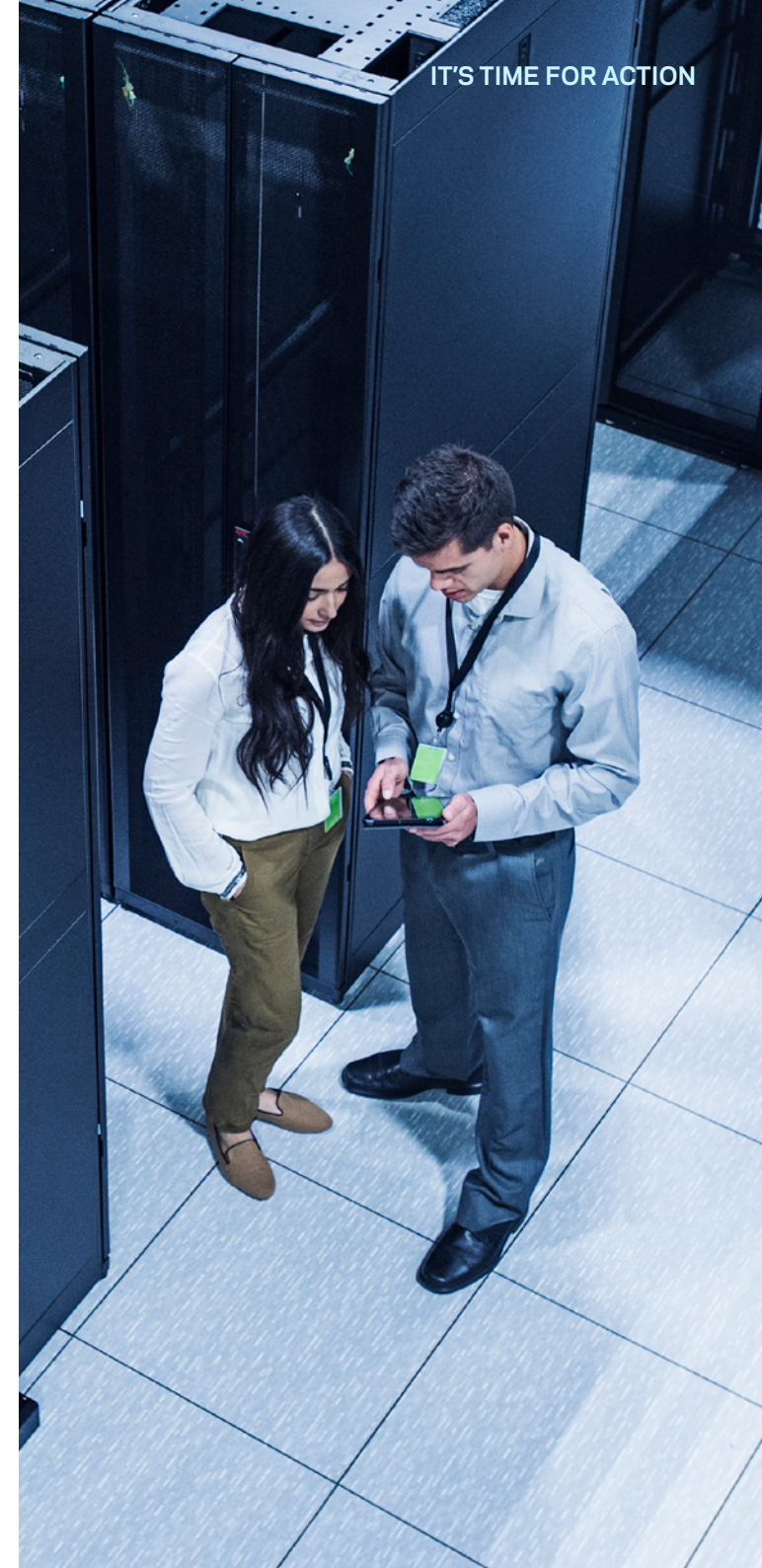
Looking purely at investment in storage, it's huge, averaging £696,460 per annum, but if organisations look at the cost profile of storing live, ROT and dark data they can better understand what can be done more cost effectively in the cloud. Costly Tier 1 storage can then be reduced, along with its 4X multiple for management over its lifecycle.

Over half of Public Sector organisations are still shackled to manual data management, with a lack of automation forcing 55% to spend time implementing manual processes.

### Cost savings: London hospital with 6000 users



**THIS HOSPITAL WOULD ACHIEVE A NET SAVING OF £3,005,000 OVER THE COURSE OF 5 YEARS. THIS IS THE COST EQUIVALENT OF 94 SENIOR STAFF NURSES, JUST FROM MANAGING DATA BETTER.**



# CLOUD FEAR STUNTING GROWTH AMBITIONS TO JUST 3%

Cloud fears still hold back UK Public Sector's digitalisation ambitions. In 2020 only 17% of data is stored in the cloud, less than a fifth of the total. For Local Government, just 10% is stored in the cloud at present. However enabling cloud initiatives is the biggest data governance driver for 57% of all respondents. When modern IT innovation is 'born in the cloud', this puts the Public Sector at a distinct disadvantage for improving services.

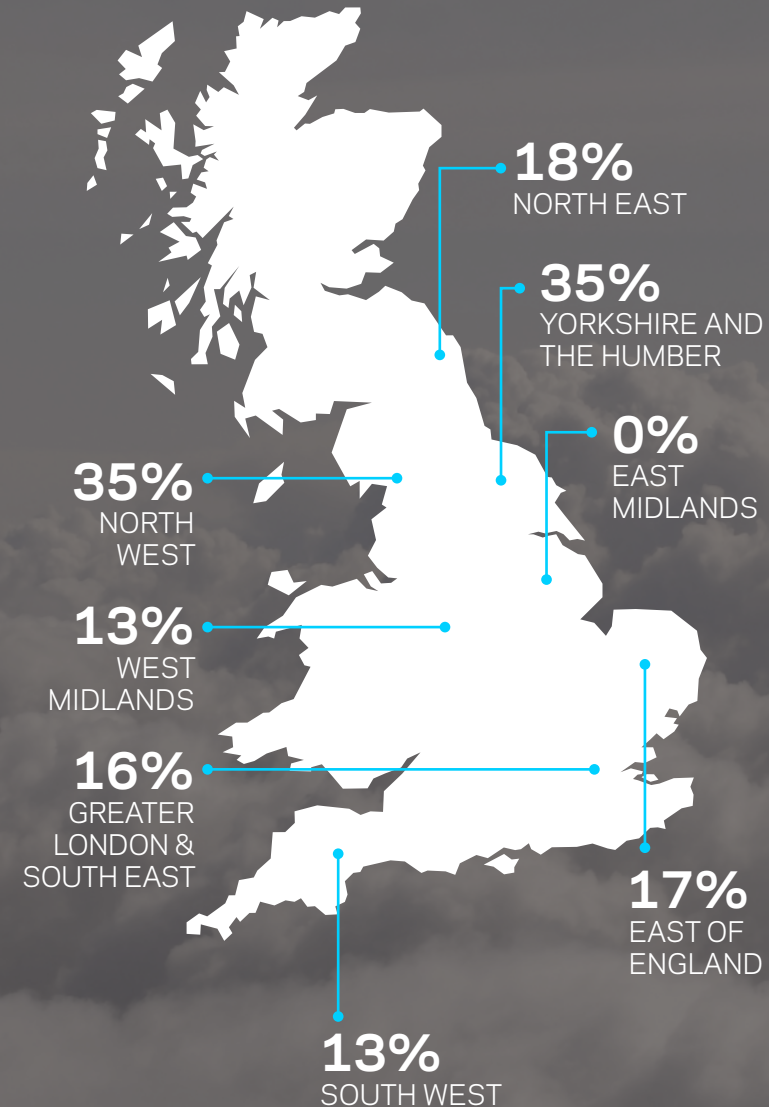
Public Sector organisations with sensitive patient and citizen data are pressured with the additional need to understand how cloud works practically, so they can manage this in line with compliance responsibilities. However, and somewhat ironically, poor data storage management and reliance on traditional methods creates compliance risks for on-premise data. These can outweigh those of a poorly executed cloud migration.

## Blue sky thinking

When looking at the ambition for data stored in the cloud in future, this only increases slightly, raising to just 20% from 17% on average. Organisations need to get rid of the fear of moving to the cloud and use the tools and expertise available to understand their data. Once migrated, data stops being a problem preventing them from scaling and operating effectively.

Predictions also vary significantly between job roles - Chief Privacy Officers estimate 26% of data will be stored in the cloud in future while Operation Directors estimate just 14%. In regions, northern England's Yorkshire (35%) and the North West (35%) are ahead of Greater London & South East (16%).

What percentage of your organisation's data do you estimate is stored in the cloud at present?



# PRIMED FOR FAILURE BY OLDER EXPENSIVE STORAGE

Old habits are hard to break - expensive primary disk dominates as the main device for storing data long term for over a third (36%) of all Public Sector organisations. This comes well ahead of public cloud, which ranks 10% lower at 26%.

Given the high initial purchase cost of Tier 1 storage, coupled to the estimated 4X multiple of that cost over the lifecycle of that storage, it makes this an extremely costly way to store anything other than live data.

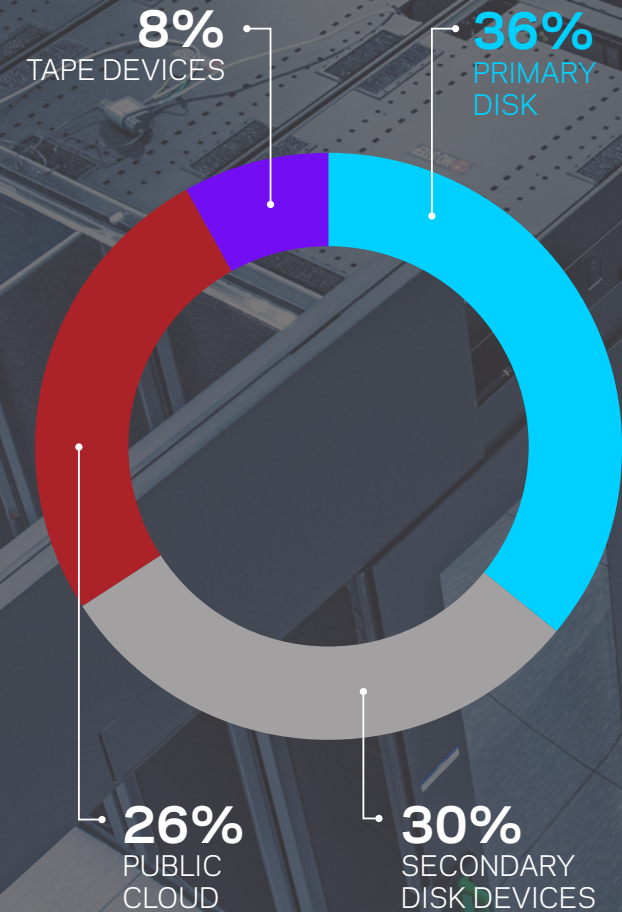
## Information Lifecycle skills shortage blocks delivery

Information Lifecycle Management is a familiar discipline to Government and councils. IT leaders simply create a strategy and take the cheapest option. But reliance on primary disk is condensing the problem. The Public Sector is storing more and more data that they can't understand or use, but have to keep paying to store regardless.

Compared to other studies, twice as much data is considered live by Public Sector organisations. This is creating an issue as only live data should be backed up. This is too optimistic. 36% of respondents cite primary disk as their organisation's primary device for long term data storage, compared with 26% of respondents using public cloud.

Delivery of objectives such as the migration of data to the cloud and full data integration are held back by a skills shortage, with 44% saying they don't have the expertise they need. This is impacting Local Government more than other sectors - with almost half (48%) lacking in-house expertise.

## Choice of Storage



# DELETE LITTLE AND OFTEN

## A LESSON NOT YET LEARNT

To mitigate the growing Databerg, over half of UK Public Sector organisations delete their data yearly or quarterly. On average, 27% delete their ROT data yearly, while 26% delete their ROT data quarterly.

This tempo is very sector specific. Most healthcare organisations, for example, rarely delete any data and so are paying significant amounts for storing dark and ROT data between deletion cycles. This waste detracts from spend on innovation in other important areas like front line patient care.

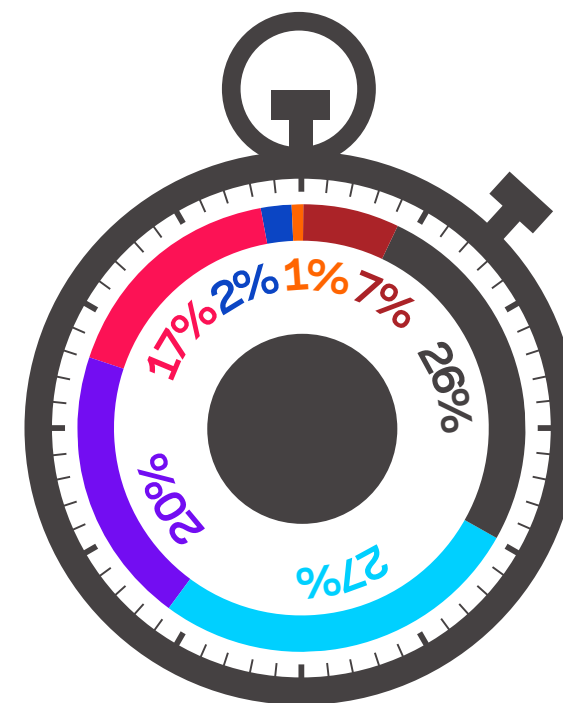
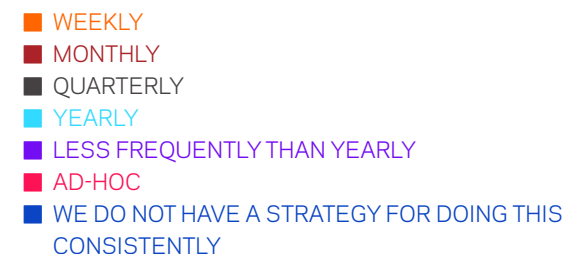
Furthermore, organisations exporting their live data from a system of records (like an Electronic Patient Records system) might not realise that they are returning that data to dark data, since they cannot discern between live and ROT data after it is exported. This creates further serious concerns for compliance.

### More frequent deletion, less cost and risk

The Government Digital Service recommends that organisations follow best practice from the National Cyber Security Centre (NCSC) which advises: "It is good practice to archive old records into offline encrypted backups rather than keep them within the online system. You should delete these as soon as possible."

Despite this, just 1% of all Public Sector organisations delete their data weekly, indicating these organisations lack the awareness or the resources to implement this, while 17% delete their ROT data on an ad hoc basis.

## Public Sector Deletion Frequency



## TAKE ACTION

There are three important steps to follow:

1

**Discover** and **Classify** data from its beginning and through its lifecycle

2

**Migrate to the Cloud** for long term retention or deletion

3

**Understand and Control** "Databerg" issues automatically

# HOW CAN VERITAS HELP THE PUBLIC SECTOR?

This report proves the Public Sector is struggling to manage more data than ever. This challenge is shared with other sectors. Clearly manual processes are draining resources and slowing down the removal of dark data.

The Public Sector is still somewhat behind on realising its modernisation goals, which is holding it back from discovering and classifying data. This, in turn, impedes cost reduction efforts, creating inefficiencies and stops the delivery of new digital services, which ultimately costs all of us.

The mission of Veritas is to enable Public Sector organisations to leverage the full power of the information in their data, wherever it might be found, driving accessibility and empowering insights.



# WHY CHOOSE VERITAS?

To summarise some of the key problems, and how Veritas can help:

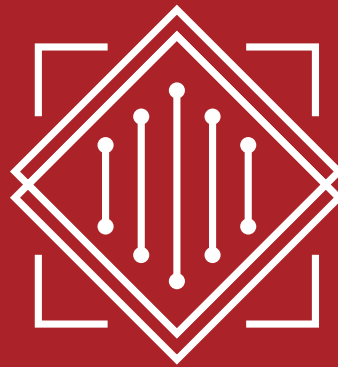
Databerg issue	Veritas solution
70% of UK Public Sector data is either ROT (Redundant, Obsolete or Trivial) or 'dark'	Discover data and automatically classify dark data and ransomware detection with Data Insights
Outdated data management drains the IT resources of nearly two thirds of the UK Public Sector	Data protection and Compliance Teams can automatically understand data with eDiscovery and modernise data recovery with Access Appliance
Fewer than one in three UK Public Sector services are digitally available and Cloud fear is stunting growth ambitions to just 3%	Enable seamless shared services and fluidly migrate to over 50 cloud storage providers with Cloud Catalyst



TO FIND OUT MORE ON HOW WE CAN HELP, CONTACT US TODAY AT:

[UKPublicSector@veritas.com](mailto:UKPublicSector@veritas.com)

[www.veritas.com](http://www.veritas.com)



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ENTERPRISE DATA SERVICES

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